



UHASSELT

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Faculty of Business Economics

Master of Management

Master's thesis

Exploring Consumer Responses to ASMR Video Advertisements

ILYAS HABIB-EDDINE

Thesis presented in fulfillment of the requirements for the degree of Master of Management, specialization
International Marketing Strategy

SUPERVISOR :

Prof. dr. Lieve DOUCE

MENTOR :

De heer Gallus William HOUGHTON



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Ilyas Habib-eddine

Abstract

This study explores the emotional impact of Autonomous Sensory Meridian Response (ASMR) triggers in video advertisements and their influence on consumer brand attitudes and purchasing behaviors. ASMR, characterized by a tingling sensation triggered by stimuli like whispering and tapping, is increasingly utilized in digital marketing to enhance emotional engagement.

The research employs a qualitative approach, conducting semi-structured interviews with 16 participants, divided equally between regular and non-regular ASMR viewers. Participants were exposed to ASMR advertisements featuring various triggers, and their emotional responses were analyzed using thematic analysis.

The findings reveal that ASMR triggers elicit a range of emotional responses, including relaxation, satisfaction, joy, and, in some cases, discomfort and annoyance. Regular ASMR viewers reported stronger positive emotional reactions compared to non-regular viewers. Whispering, tapping, and slow visual movements were identified as the most effective triggers in inducing positive emotional responses. These emotional reactions significantly influenced participants' attitudes towards the brands featured in the advertisements, with many expressing heightened interest in the products.

The study concludes that ASMR triggers in video advertisements can enhance emotional engagement, potentially leading to improved brand attitudes and increased purchase intentions. However, the effectiveness of these triggers varies between regular and non-regular ASMR viewers, suggesting the need for targeted advertising strategies. This study provides valuable insights for marketers seeking to leverage ASMR in their campaigns to create a more immersive and emotionally resonant consumer experience.

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1. Introduction

The realm of digital marketing is witnessing an increasingly prominent role of Autonomous Sensory Meridian Response (ASMR) in advertising. This trend underscores the importance of understanding ASMR, a sensory phenomenon that triggers a tingling sensation, typically starting on the scalp, induced by stimuli like whispering and tapping, and is associated with relaxation (Barratt & Davis, 2015). The recognition and exploration of ASMR have significantly evolved since the term ASMR, coined in 2010, led to the growth of a community on platforms like YouTube, which became a space for sharing these experiences and interacting through non-sexualized content (Young, 2015; Andersen, 2015; Smith & Snider, 2019). Within this community, various ASMR triggers have been identified, including personal attention, crisp sounds, and slow movements, often presented in role-play scenarios that simulate caring interactions to deepen the viewer's sense of personal care (Barratt & Davis, 2015; Barratt et al., 2017). Furthermore, studies have demonstrated that ASMR can reduce stress, improve sleep quality, and enhance mindfulness, suggesting its therapeutic potential and its ability to influence consumer engagement in marketing through heightened emotional connections to advertisements (Poerio et al., 2018; Paszkiel et al., 2020; Hardian et al., 2020; Fredborg et al., 2018).

This connection between ASMR and emotional engagement highlights the broader role of emotions in advertising. Emotions play a pivotal role in advertising, influencing consumer behavior through various frameworks. Plutchik (2003) and Ekman (1999) emphasize the complexity of human emotions, identifying fundamental emotional states that advertisements can trigger. Building on this, Laros and Steenkamp (2005) further develop this understanding by proposing a hierarchical model of consumer emotions, which captures the nuances of emotional responses beyond mere positive or negative classifications. This model effectively breaks down emotions into three levels, ranging from broad classifications to specific emotions, thus offering a deeper insight into consumer behavior and emotional engagement.

Complementing this, The PAD model introduced by Russell and Mehrabian (1974) provides a dimensional approach to understanding emotional states, categorizing emotions along axes of arousal, pleasure, and dominance. This model is crucial for dissecting how emotions like anger and fear differ in advertising impacts due to their arousal and dominance levels. In this study, the PAD model will be applied to ASMR advertising to assess how specific emotions impact consumer engagement and brand attitude. By integrating these models, we can gain a comprehensive understanding of how emotional triggers in advertising shape consumer responses and behavior.

Understanding consumer behavior is essential for marketers to develop strategies that influence purchasing decisions effectively by addressing how consumers think, feel, and make choices (Stankevich, 2017). In this context, ASMR's unique sensory stimuli often elicit profound emotional reactions, which can be aligned with the affective components that Percy and Rossiter (1992) describe as energizing consumer behavior. This research aims to explore how ASMR triggers in advertisements influence consumer emotional responses and how these responses, in turn, affect brand attitude and purchase intention.

The business economic motivation for this research stems from the need to navigate the complex interplay of sensory marketing and consumer behavior in an ever-evolving digital landscape.

Companies today are facing increased pressure to stand out in a saturated market, where consumer attention is hard to find. The utilization of ASMR in advertising represents a novel approach to not only capture attention but also to foster a deeper emotional connection with consumers. This could potentially translate into increased customer satisfaction and ultimately, profitability. By examining the effects of ASMR advertisements, this study aims to provide businesses with actionable insights into how they can leverage emotion-based advertising strategies to improve process efficiency and gain a competitive advantage.

On the academic front, this research addresses a gap in current knowledge by providing a detailed examination of the emotional impact of ASMR in advertising—a subject that has not been extensively explored. It contributes to a deeper understanding of how ASMR triggers can be effectively used within advertising to enhance consumer engagement and attitude toward the brand. This study is aimed to add empirical evidence to the theories of sensory marketing and emotional branding, enriching the academic discourse and providing a foundation for future research in this emerging field.

Problem statement:

In the evolving domain of digital marketing, Autonomous Sensory Meridian Response (ASMR) has emerged as a significant tool in video advertising, known for its ability to evoke varied emotional responses. This phenomenon, characterized by a distinctive tingling sensation and profound relaxation, holds substantial potential for influencing consumer attitudes and decision-making processes. Despite its growing application, the detailed emotional impacts of ASMR on consumers are not well understood. This gap in understanding how nuanced emotional reactions to ASMR translate into consumer choices presents a critical area of exploration.

Research objective:

This research aims to investigate the emotional journey of consumers exposed to ASMR triggers within video advertisements and examine how these experiences influence their brand attitude and purchasing behaviors. The study seeks to uncover how ASMR can be utilized as an effective tool for creating durable emotional connections and influencing consumer behaviors in today's digital advertising landscape. Such insights are crucial for marketers aiming to leverage sensory marketing techniques to enhance engagement, foster brand attitude, and ultimately drive profitability in a market where consumer attention is increasingly fragmented.

Research question:

Central to our investigation is the question: How do ASMR triggers in video advertisements influence consumer emotional responses, and how do these responses subsequently affect their decision-making and purchasing behaviors? This question guides our exploration into the role of ASMR in advertising, aiming to elucidate the relationship between emotional responses evoked by ASMR and the resulting consumer behavior patterns.

Sub-questions:

The study will also address sub-questions to dissect the overarching research query further:

1. What are the common emotional themes experienced by participants?
2. Are there specific ASMR triggers in video advertisements that elicit affective responses, and how do these vary among experienced and non-experienced ASMR consumers?
3. What is the relationship between consumers' emotional responses to ASMR in advertisements and their subsequent consumer behavior, including the attitude toward the brand and purchase intention?

Our research will incorporate a comprehensive literature review and a qualitative approach to explore the effects of ASMR advertising on consumer emotional responses. We aim to clarify key concepts within the context of ASMR advertising, ASMR triggers, and emotion-based advertising, utilizing recent studies, peer-reviewed academic articles, books, and conference papers.

To gain a thorough understanding, our sampling strategy will include 16 participants divided evenly between regular viewers of ASMR content who frequently engage with ASMR media, and non-regular viewers who are either unfamiliar with ASMR or seldom consume ASMR content. This allows for comparative analysis and the capture of diverse perspectives. Semi-structured interviews, expected to last around 60 minutes each, will delve into participants' emotional responses, preferences, triggers, and perceptions regarding ASMR in advertising.

We will develop a semi-structured interview guide for an in-depth exploration of participants' experiences with ASMR advertising. This guide will direct open-ended questions to uncover participants' previous encounters with ASMR, their emotional responses, and preferences for specific triggers. We will examine how exposure to ASMR advertisements might alter their attitudes towards featured brands and influence their purchase behaviors.

Participants will be shown a curated selection of ASMR advertisements to stimulate real-time reactions. Each advertisement will be followed by prompts encouraging participants to express their immediate emotional reactions and sensory experiences.

Data from these interviews will undergo thematic analysis and coding to discern patterns, themes, and categories. Cross-case comparisons will then help us identify consistent emotional responses and their implications for marketing strategies. Through this approach, we look to understand the impact of ASMR in advertising and contribute valuable insight for consumer behavior research.

2. Literature review

2.1 ASMR

2.1.1 ASMR Evolution

ASMR, or Autonomous Sensory Meridian Response, is a sensory phenomenon characterized by a pleasant, static-like tingling sensation on the skin, often starting from the scalp and potentially spreading to other parts of the body. This sensation is typically induced by stimuli such as focused, precise tasks, close personal attention, or specific audio stimuli like whispering and tapping. It is associated with feelings of relaxation and well-being and is often sought for relaxation and stress relief purposes (Barratt & Davis, 2015).

One of the earliest recorded mentions of this sensation is evidenced by a 2007 post on a Steadyhealth.com forum. A user described experiencing strange head sensations leading to a state of euphoria and sought explanations under the topic of nervous system disorders. This question sparked interest among others who shared similar experiences, often triggered by slow, deliberate speech, precise hand gestures, specific sounds, or observing people engaged in focused tasks (Young, 2015). Building on this shared experience, a dedicated online community emerged by 2008, primarily using YouTube as a platform to create and share videos designed to trigger these ASMR sensations. This marked a significant shift in how individuals sought and experienced ASMR, transitioning from a personal and somewhat isolated phenomenon to a community-driven exploration (Andersen, 2015).

"In 2010, Jenn Allen of New York coined the term that has been adopted by tingle heads everywhere, as well as the community at large: ASMR. The term is broken down into "Autonomous," referring to A behavior that an individual has no control over; "Sensory," The type of nerves that transport information to the brain; "Meridian," A term from Chinese medical practices; the life energy that flows through the body from its central core; and "Response," How the body reacts to a specific stimulus or thought" (Young, 2015, p.5). This formalization not only named the phenomenon but also provided a framework for the community to promote and share their experiences, highlighting its benefits as a remedy for stress and insomnia and emphasizing the feelings of comfort, bliss, and euphoria that accompany the sensation (Andersen, 2015).

The formalization of "ASMR" as a term provides a deeper understanding of the ASMR experience, framing it not just as a simple sensory reaction but as a complex, multi-dimensional phenomenon with potential therapeutic implications.

The evolution of the ASMR community represents a significant shift from its origins in niche internet forums to a broader presence on mainstream platforms like YouTube and Facebook, marking its transformation from a relatively secluded group to a widely acknowledged public phenomenon. YouTube, in particular, plays a central role in the ASMR community. It offers a space where members can participate passively, primarily through the consumption of prerecorded videos. These videos, often similar to one another and offering limited interactive possibilities, are vital to the community's engagement, with many members frequently returning to the same content (Andersen, 2015).

Furthermore, the platform's features, like video suggestions and comments sections, facilitate the discovery of new ASMR content and interaction between viewers and content creators, exemplified by famous ASMR artists like GentleWhispering. YouTube thus becomes a repository for a vast range of potential ASMR triggers and a space for community feedback and interaction (Smith & Snider, 2019).

Additionally, a significant aspect of the ASMR community's online presence involves boundary policing, particularly in defining and maintaining the non-sexual nature of ASMR content, as observed by Smith and Snider (2019). This is further supported by findings indicating that a majority of individuals primarily engage with ASMR for relaxation (98%), sleep aid (82%), and stress relief (70%). Conversely, only a tiny portion (5%) reported using ASMR for sexual stimulation, while a significant majority (84%) do not associate ASMR with such purposes (Barratt & Davis, 2015). These usage patterns underscore the community's focus on scientifically defined, non-sexualized ASMR experiences.

2.1.2 ASMR Triggers

As explored in the study by Barratt and Davis (2015), ASMR content videos display a diversity of stimuli but share common themes, particularly in their portrayal on YouTube. Many of these videos are designed around role-play scenarios that place the viewer in 'close proximity' scenarios to another individual, often in caring or nurturing situations. This includes activities like grooming or simulated medical examinations, creating an environment where the viewer feels the focus of personal attention. The tone of ASMR media is generally oriented towards providing the viewer a sense of being attentively cared for, often employing a first-person perspective. Besides scenarios focused on the viewer, other videos concentrate on tasks requiring similar levels of attention but directed at objects (Barratt & Davis, 2015). These videos frequently emphasize the auditory aspect of ASMR, where creators manipulate various household items to produce distinct sounds.

Further elaborating on this, Barratt et al. (2017) highlight that ASMR videos predominantly feature interpersonal interactions, not limited to scenarios like medical or beauty treatments but also various close-contact situations. This reliance on interpersonal triggers, which often include auditory elements such as whispering, underlines an intimate connection with the ASMRtist. However, this approach risks mischaracterizing ASMR as solely an interpersonal experience; Barratt et al. (2017) suggest that focusing solely on interpersonal ASMR triggers might overlook the potency of object-related stimuli. In marketing, recognizing the full array of ASMR triggers is key to reaching a wider audience.

The structure and pacing of ASMR videos are crucial in enhancing the ASMR experience. They are typically slow-paced, aligning with their relaxed and flow-like nature. The videos tend to focus on each trigger for an optimal duration, usually between 5-7 minutes, which is most appealing to viewers.

In our study, we plan to select a range of ads that incorporate a blend of ASMR triggers, specifically whispering, personal attention, slow movements, and crisp sounds and explore how this combination of triggers can be applied in advertisements to potentially enhance consumer focus and create a more intense and memorable sensory experience for the viewer.

Andersen (2015) observes that ASMR videos often feature a visually minimalistic style, set against plain backgrounds and focusing on specific body parts. Though secondary, the visual component complements these videos' primary auditory focus. In the context of ASMR's influence on marketing effectiveness, the importance of advanced audio technologies like binaural recording becomes clear. In our investigation, we will examine ASMR advertisements that showcase a strong auditory component, paying special attention to how these elements are received by consumers. By analyzing feedback and engagement levels, we aim to discern the impact of these specialized auditory techniques on the overall advertisement effectiveness. The goal is to understand whether a focused auditory approach can deepen consumer engagement and reinforce brand recognition within marketing strategies, tapping into the trend of seeking authentic and immersive experiences.

Delving deeper into the realm of ASMR, it is essential to explore the specific triggers that play a pivotal role in eliciting the characteristic tingling sensations associated with this phenomenon.

In exploring ASMR triggers, Barratt and Davis (2015) identified four primary categories that consistently evoke the ASMR response in more than half of the participants. These triggers include whispering (experienced by 75% of participants), personal attention (69%), crisp sounds (64%), and slow movements (53%). Additionally, 34% of participants found repetitive tasks an effective trigger. It is important to note that the study also examined less common triggers, such as smiling, vacuum cleaner noise, airplane noise, and laughing. These were reported to be effective by less than 3% of participants and were suggested more as controls in the experimental design rather than common ASMR triggers. The inclusion of these less typical triggers provided a contrast to the typical ASMR triggers, thus allowing for a more nuanced understanding of the ASMR phenomenon and its effects on consumers. This data indicates a clear preference for certain types of stimuli in inducing the ASMR experience, with whispering, personal attention, crisp sounds, and slow movements being the most prominent. These findings complement the observations from Barratt et al. (2017), who emphasized the dominance of auditory stimuli in ASMR videos. Their study suggests ASMR videos should appear natural and unscripted, focusing on lower-pitched, natural sounds while avoiding divisive mouth sounds and background music. Emphasizing fine visual details has been found to be effective; although the study indicates that visual aspects such as the minute details and material of trigger objects are important, they are less critical than the sounds they produce. This research emphasizes the auditory aspect's primacy in ASMR experiences within advertising. It posits that although visual elements serve as an integral part of the overall ASMR experience, it is the distinct auditory stimuli, especially the details of sounds produced by various trigger objects, that hold a more substantial influence on eliciting the characteristic ASMR response. Our study will investigate this auditory prominence by analyzing consumer reactions to a selection of ASMR advertisements, each featuring a combination of auditory and visual triggers. By doing so, we aim to better understand the sounds that serve as powerful ASMR triggers and their impact on viewer engagement and attitude toward the brand.

2.1.3 ASMR Effects

The collective insights from various studies on Autonomous Sensory Meridian Response (ASMR) reveal its profound and multifaceted influence on human health and behavior. This body of research

uncovers that ASMR's effects cover a broad range, impacting both physical and mental states in significant ways. Poerio et al. (2018) discovered that ASMR not only triggers tingling sensations and positive emotions like calmness and excitement but also elicits measurable physiological changes, such as reduced heart rate and increased skin conductance levels, indicating its dual nature as both calming and activating. These effects are mainly observed in individuals who experience ASMR when exposed to ASMR-specific videos.

Complementing these findings, another study on the impact of ASMR on stress levels demonstrated that exposure to ASMR-triggering sounds significantly reduces stress. The research indicated that these sounds not only neutralize stress effects but also bring individuals to a calmer state than before encountering stressors. The results highlight the unique role of ASMR-triggering sounds in inducing relaxation and suggest their beneficial use in stressful situations (Paszkiel et al., 2020). This study intends to explore the integration of ASMR into video advertisements, examining whether the relaxation induced by ASMR can enrich the consumer's emotional journey with the brand, beyond traditional advertising techniques. The aim is to ascertain if the calm state afforded by ASMR contributes to a deeper engagement with the advertisement content itself, offering an innovative approach to emotionally resonant marketing.

Building on the understanding of ASMR's stress-reducing capabilities, recent research has extended into its effects on sleep quality, uncovering similarly positive outcomes. Hardian et al. (2020) conducted a study focusing on medical students, a group known for experiencing high-stress levels and sleep disruption. This study provides pivotal insights into how ASMR stimulation before bedtime can significantly enhance sleep quality. Over two weeks, medical students who engaged with ASMR videos before sleeping demonstrated marked improvements in their sleep patterns, as quantified by the Pittsburgh Sleep Quality Index (PSQI). The therapeutic effects of ASMR on inducing relaxation and reducing stress, as noted by Hardian et al. (2020) could elicit a positive affective response towards a brand or advertisement when incorporated effectively. This study intends to explore whether these calming and stress-relieving qualities of ASMR used in advertisements can engage consumers and enhance their connection with a brand as a provider of comfort and well-being.

Expanding the scope of ASMR's impact, Fredborg et al. (2018) delve into its relationship with cognitive aspects like mindfulness. Their study revealed that individuals who experience ASMR exhibit heightened mindfulness, as indicated by their elevated Mindful Attention Awareness Scale (MAAS) scores. This increase in mindfulness is complemented by a more significant curiosity, seen in their higher scores on the Curiosity subscale of the Toronto Mindfulness Scale (TMS). The link between ASMR sensitivity and heightened mindfulness, as identified by Fredborg et al. (2018), introduces a fascinating dimension to the ASMR phenomenon. The study's findings, which point to elevated scores on the Mindful Attention Awareness Scale (MAAS) among ASMR-sensitive individuals, suggest that those with a predisposition for mindfulness might also have a more pronounced response to ASMR triggers.

The sensation of tingles triggered by external stimuli has been likened to similar sensations such as misophonia (Barratt & Davis, 2015). Misophonia, directly translating to 'hatred of sound,' is a condition where certain noises trigger severe negative reactions, including anger, discomfort, and a fight-or-flight response; these triggers often involve repetitive and man-made sounds, such as chewing, heavy breathing, and the clicking of a pen (Brout et al., 2018). Given that common ASMR

triggers overlap with sounds that provoke misophonia (Kovacevich & Huron, 2019), those who enjoy ASMR would be less prone to misophonia. However, research suggests the opposite, indicating that individuals with misophonia are more likely also to experience ASMR (Janik McErlean & Banissy, 2018; Mahady et al., 2023).

The relationship between misophonia and ASMR provides a unique point of interest in the research plan's investigation into consumer responses to ASMR triggers in video advertisements. The seemingly paradoxical findings—that individuals with misophonia, who have adverse reactions to certain sounds, might also be more receptive to ASMR—could indicate a complex auditory sensitivity that is more nuanced than previously understood. It's possible that this research may reveal during interviews that individuals with misophonia have a unique auditory profile, potentially experiencing ASMR more intensely, leading to deeper emotional connections with advertisements that utilize ASMR techniques.

2.1.4 ASMR Advertising

The emergence of ASMR in advertising and marketing has been notable, particularly among young people (Chae et al., 2021). The trend experienced a significant surge in popularity in 2018, particularly on social media platforms like Instagram, where unique content such as soap cutting and slime popping started drawing considerable attention (Instagram, 2018). The influence of ASMR extended to global brands, exemplified by Uniqlo incorporating it into their Heat Tech product line, thus shifting the focus from traditional visual and musical content to sensory experiences (Chae et al., 2021). This trend further evolved with major brands like Coca Cola, Michelob, KFC, IKEA (Antonova, 2019), and Apple (Greenspan, 2019) integrating ASMR elements into their advertising campaigns, including high-profile platforms like the 2019 Super Bowl (Harper, 2020).

ASMR's application in marketing strategies is not just about following trends but represents a strategic effort to forge a deeper connection with consumers, especially millennials, by focusing on sensory product experiences (Bennett, 2019). Antonova (2019) identified three primary ways ASMR is used in advertising: (1) "To advertise on YouTube channels of popular ASMR-enthusiasts" (Antonova, 2019, p.8). This method involves leveraging the established audiences of ASMR content creators. By advertising on these channels, brands can tap into the already engaged follower base that is highly receptive to ASMR content. (2) "The direct cooperation of advertisers with ASMR-enthusiasts" (Antonova, 2019, p.8). Here, the focus shifts to a more organic integration where advertisers work directly with ASMR artists to create content that subtly incorporates product placement or brand messaging within the ASMR experience, thus creating a natural connection between the viewer, the ASMR trigger, and the product. (3) "The conscious introduction of ASMR-triggers into commercial advertising" (Antonova, 2019, p.8). This approach is about designing advertisements that integrate sensory triggers known to stimulate ASMR, thereby engaging the audience on a deeper sensory level. However, Magna (2022) found that incorporating product placements within ASMR content can actually reduce a viewer's intention to purchase, along with diminishing the brand's perceived quality, respect, and trust. On the other hand, Danişman (2023) highlights that ASMR viewers may not experience discomfort viewing cosmetics and fitness products within ASMR videos, seeing them as inherently part of the ASMR experience rather than over-

advertising. This juxtaposition suggests a nuanced approach is necessary: while ASMR can deepen consumer engagement, its execution, particularly regarding product placement, requires careful consideration to avoid diminishing brand perception and trust.

Exploring ASMR's role in advertising, findings indicate that ASMR advertisements enhance positive affect, improve attitudes towards the ad and brand, and increase purchase intentions compared to non-ASMR ads (Kim, 2020). The impact of ASMR ads was notably stronger for products with low involvement and brands with high familiarity, suggesting that ASMR's effectiveness in advertising varies depending on the audience's prior brand knowledge and the product's relevance to them (Kim, 2020). In a complementary study, Chae et al. (2021) investigate the integration of ASMR in fashion brand marketing, focusing on creating engaging customer experiences through storyscaping. This method uses sensory stimuli to evoke nostalgia. This approach effectively enhances brand equity and fosters electronic word-of-mouth promotion among consumers. By leveraging ASMR's unique sensory experiences and physiological effects, including satisfaction and joy, fashion brands can form deeper emotional connections with their audience, increasing brand loyalty and consumer engagement (Chae et al., 2021).

Moreover, ASMR's use of first-person narrative storytelling immerses consumers, making them feel part of the experience. This narrative transportation is pivotal, as it significantly enhances attitudes toward advertisements, showcasing ASMR's multifaceted value in marketing strategies Chae et al. (2021) underscores the potential of ASMR as a powerful tool in modern marketing strategies, particularly in appealing to younger demographics and enhancing online brand presence. Building on these insights, Sands et al. (2022) examined ASMR advertising's capacity to boost ad recall, illustrating how the sensory quality of ASMR content significantly improves the memorability of advertisements. This aspect of ASMR, mediated by the intensity of tingles experienced, immersion, and narrative engagement, opens new avenues for brands to captivate and retain audience attention more effectively (Sands et al., 2022).

Consistent with the previous findings, Lee and Chen (2023) demonstrated that ASMR advertising captivates attention and enhances brand memorability, confirming the effectiveness of ASMR's advertising in comparison with traditional advertising (Sands et al., 2022), underscoring its strategic value in creating and engaging memorable advertising experiences that resonate with younger demographics and influence consumer behavior positively. Furthermore, engaging with ASMR content is akin to experiencing a product firsthand, creating a shared emotional space that fosters a bond between the brand and its consumers. This connection, if successful, can lead to impulsive purchases, underscoring the primary objective of ASMR marketing strategies (Chae et al., 2021).

This is complemented by Liang and Li (2023), who highlighted the physiological effects of ASMR sounds on enhancing consumer attention and purchase intention, especially within the textile sector. ASMR's unique ability to capture consumer focus combats the challenge of diminishing attention spans amid overwhelming stimuli, suggesting the strategic use of audios ASMR for boosting consumer engagement and buying behavior. However, the effectiveness of audio ASMR in marketing requires tailored approaches, underscoring the importance of understanding audience preferences to effectively deploy personalized audio ASMR tactics. Our research will focus on identifying which ASMR triggers commonly evoke emotional responses and how these can be integrated into marketing strategies to resonate with broad audience segments.

On the other hand, Danişman (2023) presents a balanced view of consumer reactions, highlighting its capacity to engage audiences with a sense of relaxation and provoke negative reactions, such as irritation from specific triggers like whispering. This nuanced perspective emphasizes the critical need for advertisers to judiciously choose ASMR triggers to enhance brand engagement and loyalty while being cautious against the risk of negative feedback or loss of existing customers. The study acknowledges the nuanced spectrum of ASMR's impact on viewers, with the understanding that responses can range from deeply positive to potentially adverse reactions. With this in mind, the investigation will be attentive to the possibility of negative emotional responses and is geared to navigate such outcomes should they arise. The focus will be on observing how these varied affective responses, whether positive or negative, ultimately influence consumer behavior and interactions with the brand post-exposure to the ASMR advertising.

2.2 Emotion-Based Advertising

In response to the heightened interest in making advertisements more appealing to potential consumers, there has been a notable shift towards incorporating emotional elements into marketing strategies (Barquero-Pérez et al., 2020). This evolution in the advertising approach is rooted in the belief that emotional engagement not only captures consumer attention but significantly enhances their ability to recall the advertisement at a later time. Consequently, modern advertising techniques have increasingly focused on creating deeper emotional connections with audiences. These emotion-based strategies are intended to improve the memorability and overall impact of advertising messages, indicating a significant transition from traditional methods to those that prioritize emotional resonance with consumers (Baraybar-Fernández et al., 2017; Barquero-Pérez et al., 2020).

Typically, evaluating emotional reactions to advertisements can involve methods such as verbal and visual self-reports, continuous real-time ratings, analysis of facial expressions, and monitoring of physiological signals (Poels & Dewitte, 2006).

In the context of online engagement, Chae et al. (2021) highlight the difficulty of forming emotional ties, especially as our interactions become increasingly digital. Given this understanding, innovative marketing approaches that touch upon consumers' emotional and sensory experiences are essential. With its unique ab

ility to trigger emotional responses, ASMR emerges as a valuable tool. By stimulating sensory experiences, ASMR can be instrumental in reviving the emotional intimacy between brands and consumers, thus enhancing brand understanding and loyalty. This statement speaks to the evolving landscape of marketing where emotional resonance is key to consumer engagement (Baraybar-Fernández et al., 2017). The strategy goes beyond traditional visual and auditory stimuli, incorporating a tactile sensation that triggers a more profound emotional response, effectively bridging the gap between digital content and personal experience. The ASMR effect, characterized by a tangible sense of presence and care (Chae et al., 2021), may foster a deeper brand attachment, potentially leading to enhanced loyalty.

2.2.1 Emotions in Advertising

Emotion models are often categorized based on discrete or dimensional frameworks. Plutchik (2003) identified eight fundamental emotions: anger, fear, sadness, disgust, surprise, anticipation, acceptance, and joy. Similarly, Ekman (1999) highlighted the link between emotions and facial expressions, expanding the list to include happiness, amusement, contempt, contentment, embarrassment, excitement, guilt, pride, relief, satisfaction, sensory pleasure, and shame as basic emotions. These models emphasize the diversity and complexity of human emotional responses. Furthermore, in studying consumer emotions, Laros and Steenkamp (2005) suggest that classifying emotions as merely positive or negative overlooks the complexity inherent within them. They advocate for a hierarchical model that more accurately captures this complexity by categorizing emotions at three distinct levels: a broad distinction between positive and negative affect at the most general level, followed by a breakdown into eight primary emotions, and finally, detailed identification of 42 specific emotions based on Richins (1997) (Fig. 1). This approach provides a deeper understanding of consumer responses, enhancing the ability to contextualize specific findings within a larger emotional landscape and facilitating the development of a more comprehensive body of emotion research (Laros & Steenkamp, 2005).

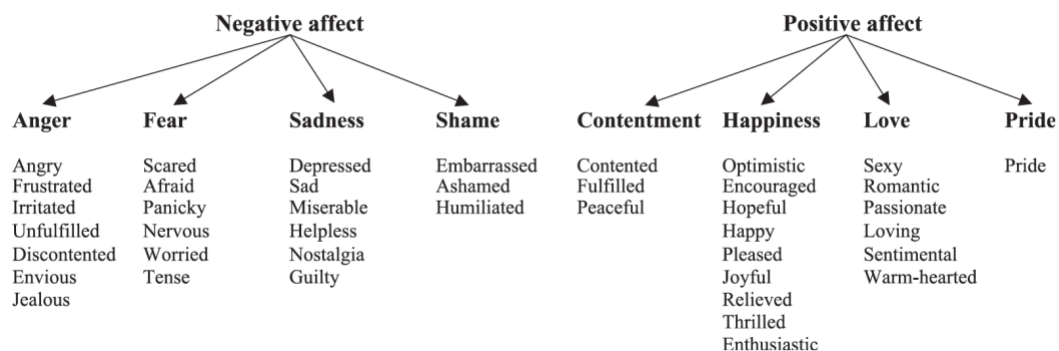


Fig. 1. Hierarchy of consumer emotions (Richins, 1997)

Poels and Dewitte (2006) further refine our understanding of the emotional landscape in advertising and delineate emotions into various categories that are part of a continuum based on the level of cognitive processing involved. At one end, there are 'lower-order emotions' like pleasure and arousal that occur spontaneously and automatically without conscious thought. On the other hand, there are 'higher-order emotions,' which are complex and only arise after deliberate cognitive processing of a situation, such as the fear felt after assessing the potential loss of a job. Between these two lies 'basic emotions' such as fear, anger, and happiness, which can be experienced either instantly or upon reflection, placing them in the continuum's middle. This classification underscores the complexity of emotional responses and the importance of context in their arousal according to Poels and Dewitte (2006) (Fig. 2).

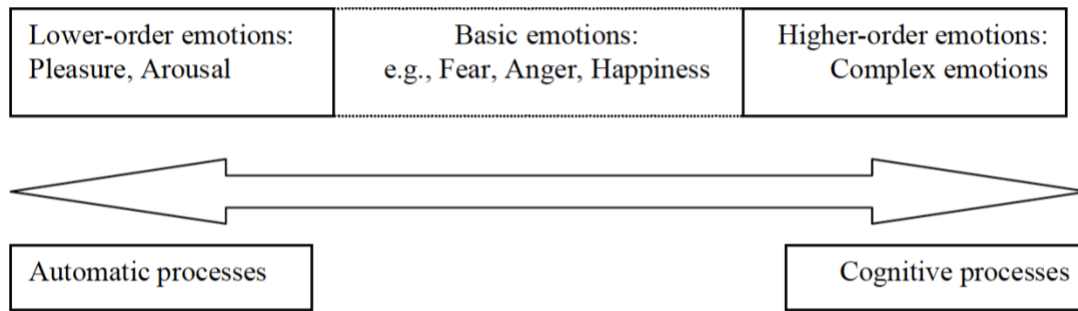


Fig. 2. The emotional Continuum (Poels & Dewitte, 2006)

Advertisements leveraging positive emotional appeals tend to outperform those with negative appeals in engaging consumers, mainly when the ads include incentives, as noted by Xie et al. (2004). This aligns with the comprehensive emotion models which recognize a spectrum of human emotions and their varying impacts on consumer behavior. The effectiveness of emotional appeals in advertising is not just a matter of positive versus negative affect but is deeply influenced by the context in which the advertisement is presented and the consumer's subsequent cognitive processing, as outlined by Poels and Dewitte (2006). Van Raaij (1989) observes that positive emotional content captures attention and encourages the audience to engage more deeply with the brand's information, increasing their likelihood of accepting the advertisement. This linkage between emotional valence and consumer engagement underscores the strategic use of emotions to influence ad reception and brand acceptance. Shapiro & MacInnis (2002) add that positive emotions simplify engagement with attributes requiring minimal thought, aligning with prior experiences. Conversely, negative emotions prompt a more analytical processing of information. Rossiter and Thornton (2004) suggest transitioning from negative to positive emotions to optimize advertisement impact, as seen in road safety campaigns.

Furthermore, Pham and Sun (2020) elucidate that in advertising, evoking consumer emotions such as pride, excitement, and relaxation is pivotal in influencing the efficacy of marketing efforts. Consumer pride can be sparked by achievements or affiliations with esteemed brands, enhancing their sense of identity and connection to the brand. Excitement, which is triggered by dynamic and engaging advertising, can intensify consumer involvement and propensity to disseminate positive brand experiences. Moreover, as a response to advertising, relaxation fosters greater receptivity to marketing communications and can increase the willingness to pay a premium for products, thereby enhancing the attitude toward the brand. These emotions are crucial in sculpting immediate consumer behavior and fostering enduring brand loyalty and commitment. The significance of this phrase is deeply rooted in the recognition that emotions, far beyond simple reactions, play a fundamental role in shaping the entire consumer journey—from initial engagement with an advertisement to long-term brand devotion. Drawing upon the hierarchical model of consumer emotions (Laros & Steenkamp, 2005), this research plan aims to delve into the intricacies of how specific emotional appeals can be strategically deployed in advertising to elicit immediate behavioral responses and cultivate a durable connection with consumers. The aim is to leverage emotions such

excitement, which can amplify engagement, and relaxation, which can predispose a consumer towards a positive attitude toward the brand.

2.2.2 P-A-D model in Advertising

Russell and Mehrabian (1974) introduced the Pleasure-Arousal-Dominance (PAD) model, which offers a dimensional perspective, organizing emotions across three axes: arousal (calm to excited), pleasure (negative to positive), and dominance (feeling in control to being controlled). This model provides a nuanced understanding of emotional states, where emotions like anger and fear are both seen as high arousal and negative. However, anger exhibits greater dominance than fear, illustrating the complicated ways emotions are experienced and expressed (Liu et al., 2013). This distinction between anger and fear, despite their shared high arousal and negative valence within the Pleasure-Arousal-Dominance (PAD) model, speaks to the complexity inherent in emotional responses. For instance Anger's association with dominance implies a proactive, controlling stance, potentially energizing individuals to take action (Lerner & Tiedens, 2006). In contrast, fear, often linked with a lack of control, may invoke withdrawal or avoidance. Understanding these nuances is crucial for advertisers aiming to elicit specific responses through emotional appeals within their campaigns.

In the context of advertising, arousal significantly influences how consumers process information. Shapiro and MacInnis (2002) identified a negative correlation between arousal levels and the depth of ad content processing, suggesting that high arousal may lead to more superficial engagement. In contrast, lower arousal enhances consumers' ability to engage with complex arguments (Sanbonmatsu & Kardes, 1988). Pham (1992) also contributed to this discussion, highlighting a positive link between arousal and consumer involvement, underscoring the importance of finding an optimal arousal level in advertisements to prevent boredom while ensuring the brand's message is effectively remembered (Liu et al., 2013). This underscores the delicate balance that must be struck in the emotional design of advertising. Arousal levels too high can overwhelm the consumer, leading to cognitive overload and a potential decrease in message retention. Conversely, too low arousal can fail to capture attention, rendering the ad ineffective. This approach draws on the PAD model's dimensional perspective of emotions, suggesting that arousal should be finely tuned to align with the complexity of the brand message, engaging consumers in a way that is both memorable and emotionally resonant. Consequently, when selecting the ASMR advertisements for this study, it is crucial to consider arousal levels that are neither too high nor too low to maintain interest and facilitate brand message retention, as suggested by Pham (1992), while avoiding the disengagement associated with more extreme arousal levels (Shapiro & MacInnis, 2002).

The Pleasure-Arousal-Dominance (PAD) model is fundamental to this study's exploration of consumer emotions in response to ASMR advertisements. The model's dimensional perspective on emotions facilitates an intricate assessment of the emotional states elicited by ASMR triggers. By mapping emotions across the axes of pleasure, arousal, and dominance, the PAD model allows for a nuanced investigation into not just whether an advertisement is perceived positively or negatively, but the depth and complexity of that emotional response. In this research, the PAD model will be applied during interviews with consumers who have watched ASMR advertisements. Participants will be asked to report their levels of pleasure (ranging from displeasure to pleasure), arousal (from

calm to excited), and dominance (from feeling controlled to in control). These self-reported measures will capture real-time, subjective emotional states in response to ASMR stimuli.

Pleasure attributes expected to surface include contentment, happiness, and possibly excitement or relaxation, depending on the individual's response to the ASMR trigger. These attributes are significant because they can indicate a consumer's immediate hedonic reaction to the advertisement, which is a critical factor in ad effectiveness and can influence brand attitude and consumer behavior. The PAD model's application in interviews will provide rich qualitative data, as participants reflect on their emotional experiences. By examining these emotional dimensions, the study aims to discern how ASMR advertisements might influence consumers' emotional engagement with brands and their subsequent behavior, including purchase decisions.

2.2.3 Emotions and Recall

This concept of ideal arousal aligns with the research by Ambler and Burne (1999), who demonstrated the significant role of emotions in reinforcing the long-term memory of television commercials. They showed that advertisements with substantial emotional content tend to be remembered more effectively after both an initial viewing and a significant period afterward. Their studies revealed that even when emotional responses were artificially suppressed, the level of ad recall remained high, underscoring the essential nature of emotions in enhancing ad memorability. Furthermore, it has been well documented over time that ads with emotional appeal do not suffer in terms of recallability. Advertisements that effectively incorporate emotions can enhance the likelihood of being remembered. Adding to this, studies have found a strong positive relationship between recall and both the likability of the advertisement and various positive advertising metrics (Mehta & Purvis, 2006). Recent advances in memory and brain function theories support this, as well as new research employing emotion-based physiological metrics. These studies confirm that commercials eliciting strong emotional reactions tend to be more memorable (Hazlett & Hazlett, 1999).

In the realm of marketing, particularly when considering the use of ASMR in advertisements, understanding the delicate interplay between arousal and emotional engagement emerges as a cornerstone for effective strategy. This integration is pivotal as it aligns with the research objective of this study, which seeks to understand how ASMR-induced emotions influence consumer behavior and decision-making. The unique sensory stimuli of ASMR, known for their ability to evoke a 'tingle' sensation, offer a state of relaxed attention—a low arousal yet high emotional engagement. This combination is crucial because it facilitates in-depth processing of ad content, helping to prevent disinterest among viewers.

Furthermore, by leveraging ASMR's inherent ability to provoke gentle responses, the advertisements can maintain consumer interest without causing high arousal. At the same time, ASMR triggers such as whispering and personal attention foster a sense of intimacy and care that resonates deeply on an emotional level, enhancing brand recognition and establishing a strong consumer connection. Therefore, in choosing the ASMR advert for this study, there will be a deliberate attempt to balance arousal and emotional engagement, ensuring that the sensory and emotional experience is memorable and distinct from conventional advertising. This approach is supported by Sands et al.

(2022), who suggest that the sensory quality of ASMR content significantly improves the memorability of advertisements.

2.2.4 Emotion Measurements in Advertising

According to Poels and Dewitte (2006), various methods are available for measuring emotional responses to advertising, but there needs to be a clear consensus on the most valid approach. They emphasize that distinguishing between lower-order and higher-order emotions is critical when selecting the most appropriate measurement technique. They note that there are two primary methods for measuring emotional responses: self-report measures and autonomic measures.

- **Self-report measures** can be categorized into three types: verbal, visual, and moment-to-moment ratings.
 - **Verbal self-report** is a methodology where respondents express their emotional reactions to advertisements through either narrative description or by appraising their feelings on established evaluative scales. This approach has been a mainstay in advertising research, with its genesis in the 1980s aimed at cataloging emotional reactions to ads (Poels & Dewitte, 2006). Within psychological research on emotion, two primary frameworks are recognized: the dimensional model, which encapsulates emotions across the axes of Pleasure, Arousal, and Dominance (PAD), as conceptualized by (Russell & Mehrabian, 1974), and the basic emotion model, which is grounded in a limited set of fundamental emotions such as happiness and sadness, as outlined by Ekman (1999). The dimensional model has been widely adopted due to its ability to encompass a broader range of emotional experiences instead of the basic emotion model, which focuses on a core set of universally recognized emotions. The PAD model, for instance, has been operationalized through the use of multiple emotion-adjective scales, enabling a granular analysis of consumer reactions (Russell & Mehrabian, 1974). However, these verbal self-report methods are not without critique, as they are prone to limitations such as social desirability bias and the challenge of capturing emotions that are not fully conscious (Poels & Dewitte, 2006).
 - **Visual self-report**, similar to its verbal equivalent, measures subjective feelings without reliance on verbal descriptions. It uses imagery, like cartoon figures, to depict various emotional states. This method was introduced into advertising with tools like the Self-Assessment Manikin (SAM) and, more recently, PrEmo (Poels & Dewitte, 2006). SAM, developed by Lang (1980), is based on Russell's and Mehrabian PAD dimensions and replaces word-based scales with visual representations. Morris et al. (2002) later developed AdSAM, incorporating 232 emotion words to map emotional reactions to ads visually. However, SAM has been critiqued for not entirely bypassing cognitive processing, possibly influencing the recording of lower-order emotions. PrEmo, on the other hand, developed by Desmet (2002), offers animations to capture a range of emotions and has been validated for cross-cultural research. Despite the advantages, visual self-reporting may only

capture perceived emotional reactions, not the actual emotional response itself (Desmet, 2002).

- **Moment-to-moment** ratings allow participants to evaluate an advertisement as it unfolds, recording the intensity of emotional reactions in real-time relative to a neutral baseline. Essential tools like the 'warmth monitor' developed by Aaker et al. (1986) have been pivotal in this approach, which requires viewers to adjust a pencil along a paper to represent the warmth of their emotions in real-time during the ad. Other variations like the 'feelings monitor,' a computerized variant used by Baumgartner et al. (1997), allow a cursor to move in response to emotional fluctuations. Such methods can capture various emotional responses, from general valence to specific emotions like hope or relief. However, the validity of these measures has been questioned, such as in findings by Vanden Abeele and MacLachlan (1994), who argue that tools like the warmth monitor may not isolate specific emotions but rather record a general sense of positivity. Despite these concerns, moment-to-moment ratings are valuable for their immediate and continuous capture of emotional reactions to advertisements.
- **Autonomic measures**, unlike self-reports, capture involuntary physiological and emotional responses such as facial expressions, heart rate variations, and changes in skin conductance that individuals do not consciously control (Bagozzi, 1991; Winkielman et al., 2001). These measures are rooted in lower-order emotional processes and provide a more direct assessment of emotions as they are less prone to biases from cognitive processes or social desirability concerns. Such methods offer a more objective evaluation of the emotional impact of advertising content, presenting a way to gauge genuine reactions that are spontaneously generated by the autonomic nervous system (Poels & Dewitte, 2006).
 - **Facial expression:** Basic emotions such as happiness or anger are reflected through facial expressions, a concept that dates back to Darwin (1872). To systematically assess these expressions, Ekman and Friesen (1978) developed the Facial Action Coding System (FACS), which associates specific facial muscle movements with emotions. Despite its applications in research, the FACS has limitations in capturing the subtlety of emotional responses elicited by advertisements (Poels & Dewitte, 2006). Facial electromyography (EMG) offers a more sensitive measurement, detecting muscle activity indicative of emotional responses, even when no visible facial changes are present (Cacioppo et al., 1986). However, facial EMG has challenges, including ecological validity concerns and the potential for subjects to become self-conscious during measurement, thus affecting the authenticity of the recorded expressions (Poels & Dewitte, 2006).
 - **Skin conductance** (SC), or electrodermal activity, is a widely used gauge of the autonomic nervous system's activation, providing insights into emotional arousal by measuring sweat gland activity (Dawson et al., 2000). Though it is a sensitive measure of arousal, SC cannot determine the specific nature or valence of the emotional response—it merely tracks arousal levels that could be associated with

either positive or negative feelings (Hopkins & Fletcher, 1994). SC measurements require careful setup and analysis, often necessitating expert handling to yield valid results (Poels & Dewitte, 2006). Additionally, SC is subject to individual variation and external influences like fatigue or medication, posing challenges to its consistency and reliability (Hopkins & Fletcher, 1994). Despite being a promising tool for capturing autonomic responses, SC research needs careful design and standardization to ensure accurate interpretation of emotional states.

- **Heart rate**, indicating various phenomena, such as attention and arousal, can be measured in milliseconds between **beats**. In advertising research, heart rate's phasic (short-term) and tonic (long-term) changes can signify arousal and attention, with increased attention slowing the heart rate. In contrast, tonic arousal accelerates it (Lang, 1990). However, heart rate alone cannot always indicate emotional valence; it simply shows arousal that could be linked to either positive or negative emotions (Greenwald et al., 1989). Although heart rate is an accessible and affordable way to measure responses to advertising, it must be interpreted with caution due to its sensitivity to various stimuli and its inability to specify the type of emotional response (Poels & Dewitte, 2006).

Autonomic measures offer real-time, unbiased insight into lower-order emotional reactions due to their ability to skip cognitive biases, thus providing a valuable tool for measuring basic emotions, which can also be identified through facial EMG due to their unique expressions (Sinha, 1996).

However, interpreting these autonomic responses can be complex as they may signify various aspects of an emotion or emotion-related elements such as attention, complicating the direct correlation with emotional reactions (Bagozzi, 1991). Despite these challenges, the promise of autonomic measures in advertising research has been demonstrated, though their use remains limited (Vakratsas & Ambler, 1999). Studies by Hazlett & Hazlett (1999) show promising results, suggesting that autonomic measures could potentially outperform self-report measures in predicting advertising effectiveness.

In the analysis of emotional responses to advertising, self-report measures are pivotal due to their ability to capture subjective experiences directly from the consumer. While autonomic measures provide objective data, self-reports allow for a nuanced understanding of how consumers interpret and feel about advertisements. Therefore, in our study, we will employ verbal self-report measures to gauge emotional responses to ASMR advertising. This traditional and versatile method allows respondents to articulate their feelings through descriptive language and the emotional model cited before (Fig1) Despite critiques regarding their susceptibility to biases, such as social desirability, verbal self-reports remain valuable for their direct capture of subjective emotional experiences. Furthermore, verbal self-reports will enable us to capture the nuanced emotional responses that ASMR content may elicit, which are central to our investigation. The richness of verbal data, along with the established frameworks like the PAD model, will facilitate a thorough analysis of consumer reactions, essential for understanding the potential effectiveness of ASMR in advertisements.

2.2.5 Emotional Responses in Advertising

Emotional responses are integral to the effectiveness of advertising, significantly influencing consumer behavior and perceptions, and they can be defined as the emotions elicited during ad exposure, ranging from pleasantness to unpleasantness, relaxation to action, and calmness to excitement (Hyun et al., 2011). These varied emotional reactions not only shape consumers' perceived value of the advertised products but also their consequent behavioral intentions, such as purchase decisions (Hicks et al., 2005). Advertisers target these emotional channels to improve their ads' efficacy and drive consumer behavior in the desired direction (Hyun et al., 2011) which points out that ASMR's ability to provoke relaxation and curiosity makes it a prime tool for enhancing brand attitude and influencing decisions. The research plan aims to explore this by analyzing consumer emotions triggered by ASMR ads and their effects on behavior, with a focus on the nuances between habitual and non-ASMR viewers.

In advertising, consumers recognize two primary types of benefits: utilitarian, which are linked to essential needs and motivations, and emotional, which satisfy desires for aesthetic and sensory enjoyment (Shimp & Andrews, 2013). Utilitarian benefits align with Maslow's foundational needs like safety and information (Maslow, 1970), whereas emotional benefits meet deeper psychological desires such as the need for stimulation or esteem (Cutler & Javalgi, 1993). Advertisements often use rational appeals that transparently present factual information (Johar & Sirgy, 1991), highlighting product utility like quality and cost-effectiveness. Emotional appeals, however, engage with the consumer's feelings and can evoke a range of emotions from joy to fear, influencing purchase decisions (Cutler & Javalgi, 1993). Furthermore, Baraybar-Fernández et al. (2017) delve into how a blend of conscious and subconscious factors influences consumer decisions in advertising. Their research shows that emotions play a powerful role in shaping decisions, often working in tandem with more deliberate, rational thinking. Notably, they highlight that emotional responses, particularly those that are not fully conscious, can significantly affect how well an advertisement is remembered. This interplay suggests that successful advertising must engage both the emotional and rational aspects of the consumer's mind. For ASMR ads, this means creating content that not only soothes emotionally but also communicates the brand's message clearly. The Pleasure-Arousal-Dominance (PAD) model is instrumental in evaluating these ads. It assesses the pleasure aspect, such as happiness and contentment, to understand the positive emotional impact.

2.3 Consumer Behavior

Understanding consumer behavior is essential for marketers to decipher why consumers make confident purchasing decisions. This knowledge allows companies to tailor their marketing strategies for greater success. Marketers can more effectively influence buying habits by examining how consumers think, feel, and choose among options like brands and products and considering the influence of factors such as culture and media. This insight helps craft marketing campaigns that better resonate with consumers, addressing their motivations and decision-making criteria (Stankevich, 2017).

2.3.1 Brand Attitude

Percy and Rossiter (1992) define brand attitude as the consumer's overall evaluation of a brand based on its perceived capability to fulfill a relevant motivation. They also suggest that brand attitude encompasses two components: cognitive and affective. The cognitive component is based on logical beliefs that guide behavior, whereas the affective component relates to the emotional feelings that energize behavior. Building on this understanding, Yoo and MacInnis (2005) highlight that the formation process of brand attitudes through emotional advertisements is significantly influenced by the emotional responses they elicit, which in turn, impact the credibility and overall effectiveness of the ads. These feelings can then enhance the perceived credibility of the advertisement, making the ads more convincing and likeable, which positively affects brand attitudes. Furthermore, the study by Yoo and MacInnis (2005) highlights that emotional advertisements do not merely operate on a simplistic affective level but also engage cognitive processes that assess the ad's credibility and meaningfulness. This dual involvement of affective and cognitive processes enriches the viewer's brand attitude, creating a more robust perception of the brand that is likely to influence consumer behavior positively.

In the context of ASMR advertising, these theories suggest that ASMR triggers likely engage both the cognitive and affective components of brand attitudes. ASMR's unique sensory stimuli, which often elicit profound emotional reactions, could align with what Percy and Rossiter (1992) describe as affective components that energize consumer behavior, while the content and context of the ASMR could simultaneously engage cognitive components by aligning with consumers' motivations and expectations.

This research aims to delve into how ASMR triggers in advertisements influence consumer emotional responses and how these, in turn, affect brand attitude and purchase intention

2.3.2 Purchase Intention

Purchase intention reflects a consumer's likelihood to choose a specific brand or product given certain conditions, which indicates potential buying behavior (Shah et al., 2012). This likelihood is influenced by how well a brand's attributes align with the buyer's motives and the anticipated satisfaction from the purchase, though it does not guarantee a final sale (Belch & Belch, 2012). Turney and Littman (2003) observe that a strong purchase intention usually means the consumer is more ready to choose that brand. A higher intention typically indicates a greater desire to proceed with a purchase (Schiffman et al., 2000). Marketing efforts can significantly change consumer preferences and, as a result, can change their purchase decisions (Chi et al., 2009; Laroche et al., 1996). Additionally, Fournier (1998) notes that when consumers find a brand's offerings meet their needs, they develop a meaningful mental connection to the brand, which can raise their purchase intention. This enriched consumer-brand relationship, as explained by Belch and Belch (2012), significantly enhances the consumer's purchase intention. This research seeks to explore whether the immersive sensory experiences offered by ASMR advertising can deepen consumers' connection to a brand and positively influence their attitudes toward it, potentially leading to an increased intention to purchase. Through qualitative analysis, the study will investigate if the relaxation and ASMR sound

triggers are effective in developing a meaningful mental connection to the brand, thereby enhancing the attitude toward the brand and fostering a stronger intent to purchase.

2.4 Emotional Responses and Their Effect on Consumer Behavior

The sensory-driven allure of ASMR aligns closely with emotional dimensions in advertising that powerfully influence consumer behavior. ASMR's unique auditory and tactile stimuli elicit emotional responses ranging from relaxation to excitement, resonating with Hyun et al. (2011), who found such emotions integral in shaping consumer perceptions and influencing decision-making processes. This capacity of ASMR to evoke a broad spectrum of emotions deepens audience engagement, enhances the brand's memorability, and encourages follow-through on purchasing behaviors. Furthermore, (Sands et al., 2022) emphasize the potential of ASMR to leave a lasting impression on consumers, leading to a more memorable brand experience.

Alongside this, Foxall and Greenley (1999) highlight the critical role of emotional responses within consumer environments, noting how such responses can drive a consumer's engagement and willingness to invest time and resources. The hierarchical model of consumer emotions they propose, encompassing pleasure, arousal, and dominance, offers a valuable framework for understanding the efficacy of ASMR in advertising. ASMR's sensory signals, designed to induce pleasurable and relaxing emotions, can significantly enhance consumers' tendency to approach rather than avoid a product, positively affecting brand associations.

The literature suggests that integrating ASMR in advertising captures immediate attention, strategically sustains consumer engagement, and reinforces decision-making (Sands et al., 2022). The effectiveness of ASMR in advertising is partly due to its dual impact on emotional and rational consumer responses. It connects on an emotional level, which can subconsciously influence more rational aspects of decision-making, such as product evaluation (Baraybar-Fernández et al., 2017). Moreover, ASMR's employment of a targeted sensory approach mirrors the importance of service environment design, which Foxall and Greenley (1999) discuss. This design is crucial in eliciting specific emotional responses that shape consumer behaviors, such as the desire to remain in a setting, interact with others, and make purchases. By triggering emotions that range from tranquility to thrill, ASMR content in advertising has the potential to keep consumers more engaged with the advertisement, increasing the likelihood of brand recall and intent to purchase. ASMR's sensory appeal isn't just an atmospheric layer in advertisements; it's essential for capturing and holding consumer attention, serving as a channel to effectively relay the brand's identity and core messages. This immersive sensory experience corresponds with Foxall and Greenley's (1999) insights, suggesting that precise emotional triggers can crucially shape consumer behaviors, encouraging prolonged interaction and consideration. By ranging from calming to stimulating, ASMR employs emotional responses to forge stronger brand connections, influencing purchase intentions.

The qualitative aspect of this study will add depth to the quantitative findings on ASMR by investigating how the personal and subjective experiences of consumers, when interacting with ASMR ads, lead to these enhanced outcomes. It will explore the emotional narratives and personal meanings that consumers ascribe to ASMR stimuli, and how this influences their connection to the

brand, thereby offering new perspectives on the strategic use of ASMR in advertising to foster a stronger, more personal consumer engagement.

3. Methodology

3.1 Research Design

The realm of digital marketing is witnessing an increasingly prominent role of Autonomous Sensory Meridian Response (ASMR) in advertising. ASMR, characterized by a tingling sensation induced by stimuli like whispering and tapping and associated with relaxation (Barratt & Davis, 2015), presents a compelling avenue for influencing consumer behavior, including brand attitude and purchase intention, through video advertisements. While much scholarly attention has focused on the effectiveness of various advertising techniques, less is known about the specific impacts of ASMR triggers within video advertisements on consumer emotional responses and behaviors, particularly among regular ASMR viewers or non-regular ASMR viewers.

Therefore, the first phase of this research aims to document the emotional journey of consumers exposed to ASMR triggers within video advertisements and investigate whether these experiences influence their brand attitude and purchasing behaviors. This study seeks to unlock the potential of ASMR as a tool for fostering lasting emotional connections and influencing consumer behavior in the modern advertising landscape.

In the second phase, to understand the preferences of consumers and their emotional responses, existing studies on ASMR provided valuable insights into various sensory stimuli, such as audio-visual triggers, relaxation effects, and emotional connections. The PAD model, introduced by Russell and Mehrabian (1974), which categorizes emotions along the axes of Pleasure, Arousal, and Dominance, was used to shape our interview questions. These insights and the PAD model are likely among the factors that influence consumers' behavior and, consequently, their engagement with ASMR advertisements.

To accomplish these objectives, the study adopts an exploratory approach as suggested by Swedberg (2020) to delve into the relatively unexplored dynamics of ASMR triggers in advertising. This methodology is crucial for generating new insights and formulating hypotheses in areas with limited existing research. Swedberg (2020) notes that exploratory research is frequently employed in social sciences to gain a comprehensive understanding of particular phenomena or behaviors. Commonly utilized methods include interviews, case studies, and observations.

Our study focuses on exploring the perspectives, experiences, emotional responses, and insights of consumers exposed to ASMR advertisements. Therefore, a qualitative methodology was chosen as the most suitable and effective approach for this research. This methodology allows us to delve into the nuances of the subject matter and identify emerging patterns, themes, and trends.

3.2 Data Collection

We collected qualitative data through 16 semi-structured interviews, targeting both regular viewers of ASMR content and non-regular viewers. This included 8 regular ASMR content viewers who frequently watch ASMR content, and 8 non-regular viewers who seldom or never engage with ASMR. To carry out the interviews, we contacted the interviewees through social media platforms. The interviews were conducted either in person or online through Google Meet, depending on the

availability and preference of the participants. To ensure a comfortable and engaging environment, the interviews commenced with introductory questions to understand the respondents' roles and identities, which are crucial for interpreting their perspectives.

After the initial warm-up and general questions, the participants were shown three ASMR advertisements designed to elicit varied emotional responses. These advertisements included different ASMR triggers such as crisp noises, whispering, tapping, and slow movements. The first advertisement is ULTRA Pure Gold Super Bowl commercial featuring Zoe Kravitz (Fig. 3), the setting is a serene, lush outdoor environment. Kravitz sits at a wooden table with a bottle of Pure Gold beer. The ad employs various ASMR triggers, including whispering (Kravitz speaks softly to create a calming atmosphere), tapping (She taps the bottle and the table, producing gentle, rhythmic sounds.), pouring (The sound of beer being poured into a glass is captured), Fizzing: The carbonation sound of the beer enhances the sensory experience.

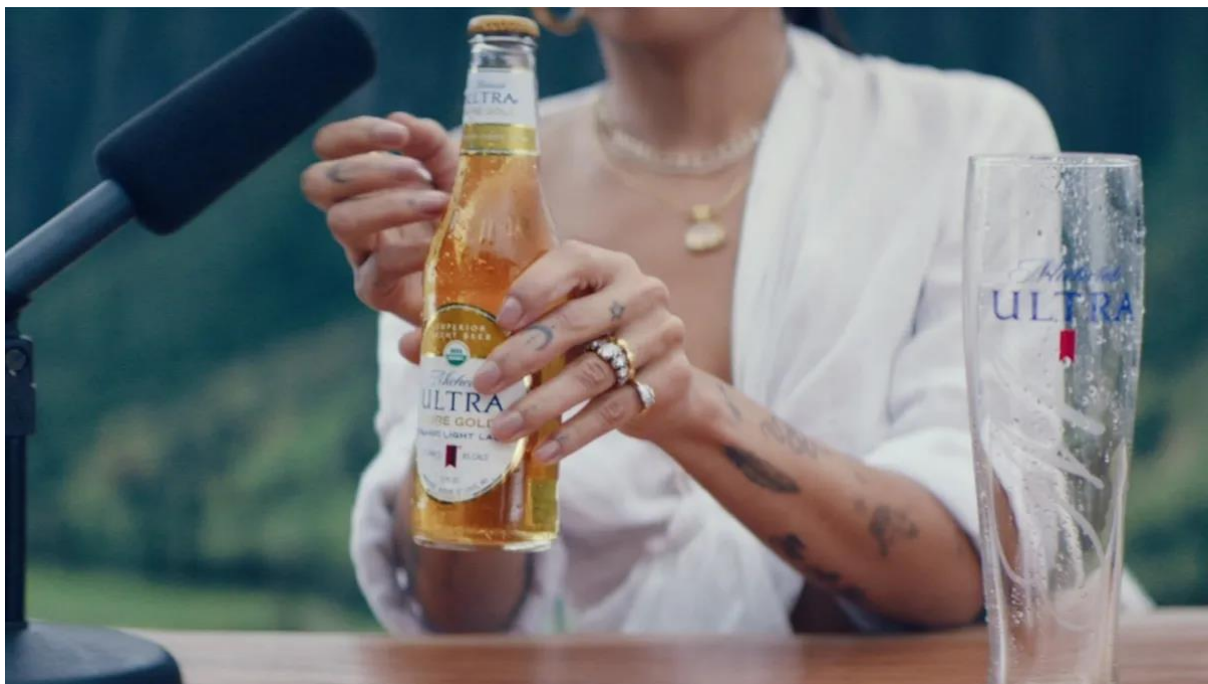


Fig. 3. ULTRA Pure Gold Super Bowl Commercial

The second advertisement Safeguard ASMR video titled "The Wash" (Fig. 4) begins with a focus on food, featuring sounds such as the rustling of packaging, the chopping of vegetables, and the sizzling of cooking. Following this segment, the video transitions to the main focus: washing hands with Safeguard soap. It uses various ASMR triggers like whispering, the sound of running water, the lathering of soap, and the gentle scrubbing of hands to create a calming and immersive experience. After viewing each advertisement, participants were prompted to express their immediate emotional reactions and sensory experiences.



Fig. 4. Safeguard Presents "The Wash" ASMR Video

The third advertisement is about Lindt ASMR commercial (Fig. 5), and it features a serene sensory experience centered around Lindt chocolate. The ad includes whispering, crisp noises such as the gentle crinkling of chocolate wrappers, and the snap of breaking chocolate. Additionally, the video shows the handling and playing with cacao beans.



Fig. 5. Lindt Excellence ASMR Video

After watching all the videos, participants were asked about their overall emotional responses and were given the list of emotions in Fig. 1 and the Plutchik wheel of emotions (Fig. 6) which illustrates the complexity of human emotions by depicting their interrelated nature (Plutchik, 2001) to help them better express their emotional journey throughout the entire set of advertisements. The

researcher then delved into more detailed and specific inquiries to gain deeper insights. The questions were organized into segments corresponding to the study's research questions, with detailed sub-questions to probe the respondents further. The average time of the interviews was ranging from 40 and 50 minutes to ensure the gathering of comprehensive insights and were instrumental in providing deep insights into participants' attitudes, behaviors, and emotional experiences. The overview of the participants is shown in table 1 and 2.

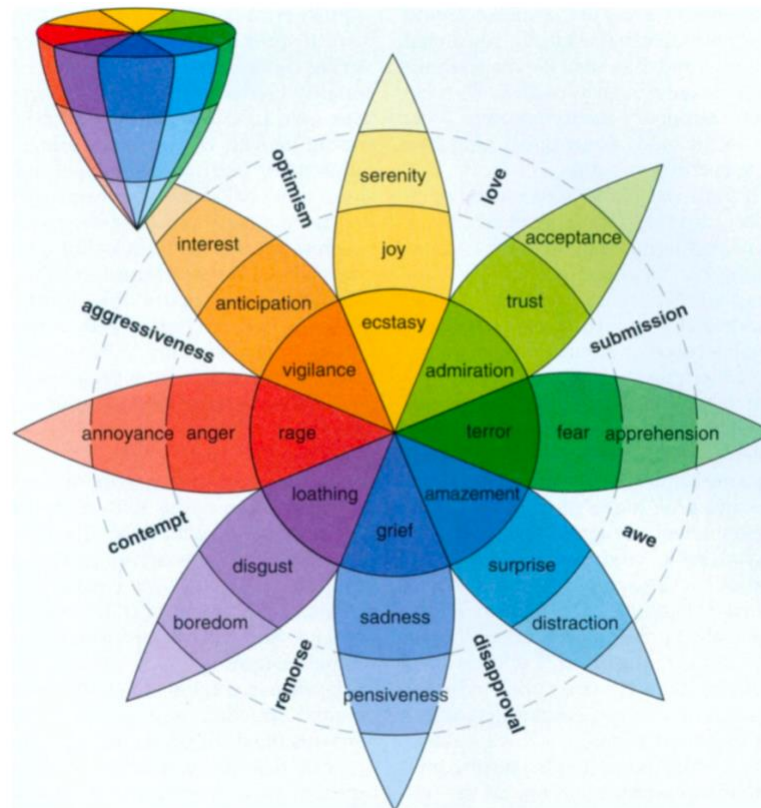


Fig. 6. Plutchik Wheel of Emotions (Plutchik, 2001)

Participant	Age	Gender	Frequent interaction with ASMR content
Regular viewer 1	32	Male	Every day
Regular viewer 2	30	Female	Every day
Regular viewer 3	22	Female	Every 2 or 3 days
Regular viewer 4	27	Female	From 2 to 4 times a week
Regular viewer 5	30	Male	At least once a week
Regular viewer 6	26	Male	Every day
Regular viewer 7	28	Female	3 or 4 times a week
Regular viewer 8	26	Male	1 or 2 times a week

Table 1: Overview of regular ASMR content viewers

Participant	Age	Gender
Non regular viewer 1	30	Female
Non regular viewer 2	28	Female
Non regular viewer 3	21	Female
Non regular viewer 4	25	Female
Non regular viewer 5	30	Male
Non regular viewer 6	34	Male
Non regular viewer 7	27	Male
Non regular viewer 8	26	Male

Table 2: Overview of non-regular ASMR content viewers

3.3 Data Analysis

The process of identifying common themes, categories, and subcategories was iterative and continuous throughout the research. We applied a thematic approach to analyze our findings because it provides an orderly and logical way to analyze qualitative data (Silverman, 2018).

We employed both deductive and inductive approaches to capture a comprehensive range of insights. In this line, we started coding our data using NVivo software, which captures the actual terms used by respondents. Then, we created a codebook to standardize and categorize the codes. After coding the interviews, we looked for categories to merge the different codes and then identified the appropriate themes that described all the concepts. For example, when analyzing the emotional responses to ASMR triggers in video advertisements, we initially identified three themes from the research questions and the literature that merged all the codes we found in the collected data as answers to them.

The themes are:

1. Emotional responses to ASMR in advertisements:
2. Influence of Specific ASMR Triggers
3. Impact on Consumer Behavior

Following the initial analysis, it became apparent that these codes could be grouped into broader categories. For instance, we categorized the emotional responses into pleasure, arousal, and dominance according to the PAD model. This categorization led to the establishment of several subcategories: high pleasure and low pleasure, high arousal and low arousal, and high dominance and low dominance. Additionally, we identified the need to differentiate pleasant and unpleasant triggers.

To illustrate, when examining the emotional responses to ASMR advertisements, we initially focused on a few primary responses derived from the literature, such as calmness and excitement. As we conducted more interviews, the list expanded to include additional responses like interest, joy,

relaxation, annoyance, disgust... Furthermore, we differentiated the responses based on the viewing habits of participants, distinguishing between regular and non-regular ASMR viewers. This comprehensive thematic analysis allowed us to understand how ASMR triggers in video advertisements influence consumer emotional responses and how these responses subsequently affect their decision-making and purchasing behaviors.

4. Results

During the interviewing process, three broad themes were investigated, and based on the collected data, several sub-themes (categories) were created. In this section, we deeply analyze the three themes to answer our research questions. The research questions outlined in Chapter 1 are shown in Table 3. These questions will be addressed in the following sections using the methodologies and approaches discussed earlier.

Research Questions	Addressed in
1. How do ASMR triggers in video advertisements influence consumer emotional responses?	Section 4.1
2. What specific ASMR triggers elicit the most affective responses, and how do these vary among experienced and non-experienced ASMR consumers?	Section 4.2
3. How do consumers' emotional responses to ASMR in advertisements affect their subsequent consumer behavior, including brand attitude and purchase intention?	Section 4.3

Table 3: Overview of the research questions

4.1 Emotional responses to ASMR in advertisements:

The first major theme identified through the analysis of participants' responses was the emotional responses elicited by ASMR triggers in video advertisements. The results indicate that ASMR technology in advertising is driving profound emotional reactions, among regular and non-regular ASMR viewers. These emotional responses were categorized into three main categories based on the PAD model by Russell and Mehrabian (1974): pleasure, arousal, and dominance, which were further divided into six sub-categories: high pleasure and low pleasure, high arousal and low arousal, and high dominance and low dominance.

Codes	Sub-categories	Categories	Theme
<ul style="list-style-type: none">● Happy● Interested● Joyful● Pleased● Satisfied	High Pleasure	Pleasure	Emotional responses to ASMR advertisements
<ul style="list-style-type: none">● Annoyed● Uncomfortable● Disgusted	Low Pleasure		
<ul style="list-style-type: none">● Excited	High Arousal	Arousal	
<ul style="list-style-type: none">● Calm● Relaxed● Peaceful	Low Arousal		
<ul style="list-style-type: none">● In Control	High Dominance	Dominance	
<ul style="list-style-type: none">● Not In control	Low Dominance		

Fig. 7. Coding Tree – Theme 1

To visualize these emotional responses, word clouds generated using NVivo software highlight the key emotions experienced by regular viewers (Fig. 8) and non-regular viewers (Fig. 9). These visual representations underscore the diversity and intensity of emotional responses elicited by ASMR advertisements.



Fig. 8. Word Cloud of Emotional Responses by Regular Viewers



Fig. 9. Word Cloud of Emotional Responses by Non-Regular Viewers

4.1.1 Pleasure

- **High Pleasure**

During the interviews, we observed a range of high pleasure emotional responses elicited by ASMR triggers in video advertisements among both regular and non-regular viewers. High pleasure responses included feelings of happiness, interest, joy, pleasure, and satisfaction. These responses were particularly prominent among regular ASMR viewers but were also noted to a lesser extent among non-regular viewers.

Happiness was a common sentiment among regular ASMR viewers, often linked to the immersive and sensory-rich experiences provided by the advertisements. One regular viewer noted:

"Being present in that situation it's a sense of like happiness," (Regular viewer 1)

This indicates that the immersive nature of the ASMR advertisement contributed to their happiness.

The act of opening and snapping a chocolate bar was also a significant trigger:

"So, when she opened the chocolate and she was snapping it, that made me feel really quite happy because I could put myself in that situation Oh yes That's such a nice feeling."
(Regular viewer 7)

Non-regular viewers also experienced happiness, particularly when the advertisements effectively showcased the products. One non-regular viewer described feeling "happy" when the product was being showcased, indicating that well-presented products in ASMR advertisements can elicit positive emotional responses:

"I felt thrilled and content and happy when they were showcasing the product." (Non regular viewer 8)

Interest was a common emotion among regular ASMR viewers, often linked to the detailed and sensory-rich content of the advertisements. One participant stated:

"I can also say interest. Yeah. At some points the food was interesting for me. I was interested in the food itself." (Regular viewer 1)

Participants found the anticipation and the overall sensory experience engaging:

"You're like looking forward to something interesting," (Regular viewer 5)

" Most of the sounds were interesting and satisfying." (Regular viewer 6)

Visual elements and processes, such as the sound of beer and unpacking items, were frequently mentioned as interesting.

Non-regular viewers experienced significant interest, particularly when unique sounds were involved. One viewer said:

"Yeah. Very interesting. I never heard this sound like this, and at some point of the video I was more interested in the sound of the foam. I never thought that the sound of the foam sounds like that". (Non regular viewer 2)

This experience made the viewers more attentive to sounds:

"This experience was pretty interesting, and it made me curious. It made me pay attention to sounds." (Non regular viewer 2)

The sound of pouring beer was particularly engaging:

"When she was pouring the beer. Because I did enjoy the sound and I was very interested in what was happening." (Non regular viewer 3)

Joy was a common sentiment among regular ASMR viewers, some participants simply noted:

"I also have like a feeling of joy." (Regular viewer 1)

"I felt joy ... And then a lot of joy." (Regular viewer 2)

The manner of speaking in the advertisements also contributed to this feeling, with viewers noting:

"For the first video, like the way that she talks, the way that she chose her words, it was really joyful." (Regular viewer 4)

"The whispering when the lady bit the chocolate, that was one of the triggers that sort of like brought a bit of joy." (Regular viewer 5)

Other regular viewers described specific parts of the advertisements that brought joy. One mentioned the sound of the river and the beer, stating:

"There is a bit of joy and serenity when you hear the sound of the river and the beer." (Regular viewer 5)

Overall, regular viewers frequently mentioned that the ASMR advertisements were generally enjoyable and joyful.

Non-regular viewers also experienced joy, particularly when the advertisements featured engaging and unique elements. Some viewers described their initial reaction to an advertisement:

"What I was feeling for the first video was more of a joyful sensation." (Non regular viewer2)

"I would say there was some joyfulness." (Non regular viewer 6)

Pleasure was also frequently mentioned by participants in response to ASMR triggers in video advertisements. Both regular and non-regular viewers expressed feelings of pleasantness, although the context and specific triggers varied.

Regular ASMR viewers often described their experiences with ASMR advertisements as pleasant. One participant noted:

"But when it comes to the things stuff around me it's like a real experience it's Pleasant for me... When you take the bottle to put it back it makes some noise Yeah. That was pleasant."
(Regular viewer 1)

Non-regular viewers also experienced feelings of pleasantness, particularly with calming and relaxing elements. One viewer said:

"I was pleased at first because it was very relaxing." (Non regular viewer 1)

Specific triggers such as tapping were mentioned as pleasing:

"But with the tapping in the part that I liked I felt peaceful Pleased," (Non regular viewer 3)

"I felt very pleased. I was very pleased with the first and the last videos," and *"They made me feel really pleased and satisfied."* (Non regular viewer 8)

Satisfaction was a common sentiment among regular ASMR viewers. One participant highlighted specific actions, such as eating, with comments like,

"The eating part is so satisfying...The sound of water is so satisfying." (Regular viewer 2)

The overall viewing experience was described as satisfying, with one viewer stating:

"They all gave me that feeling of Satisfaction." (Regular viewer 2)

Specific actions, like moving things around, were also mentioned:

"When it's about only moving things around, or doing some things with your hands, yeah it's satisfying." (Regular viewer 4)

The sounds and binaural effects were particularly satisfying:

"I like it when it goes from ear to ear like right and then left is pretty satisfying." (Regular viewer 6)

Non-regular viewers also mentioned feeling satisfied, especially with specific actions and sounds. One viewer described:

"The cutting is satisfying..."I do like cutting the onion for example. It was very satisfying." (Non regular viewer 3)

The overall effect of ASMR content was noted:

"It makes me relaxed, and it feels so satisfying that I would keep watching." (Non regular viewer 3)

The analysis reveals that satisfaction is a significant emotional response to ASMR video advertisements, experienced by both regular and non-regular viewers and it is often associated with specific sounds and actions.

- **Low Pleasure**

During the interviews, participants also reported experiencing low pleasure emotional responses to ASMR triggers in video advertisements. Both regular and non-regular viewers expressed feelings of annoyance, discomfort, disgust, irritation, and unpleasantness.

Annoyance was a noted response to certain elements in the video advertisements among regular ASMR viewers. One participant expressed:

"I was happy but then I feel like something annoying, the sticky noise," (Regular viewer 2)

This highlights how specific sounds can provoke irritation.

A participant specifically mentioned annoyance with the duration and content of the video:

"But I was like okay that's boring. the washing took too long, for the dirty hands I was like it's a bit nasty, but it wasn't like a feeling of anger. So, where would I put it? I would say maybe annoyance." (Regular viewer 5)

Non-regular ASMR viewers also frequently mentioned annoyance. The whispering in the advertisements was a significant source of annoyance for some participants. One viewer expressed:

"The moment she started talking I felt annoyed because she was super close to me... When she was talking and chewing and smelling I was disgusted, I was uncomfortable and annoyed...The whispering. It just ruined it for me. I really hated it. I thought that they were really trying to annoy me." (Non regular viewer 3)

The analysis reveals that annoyance is a significant emotional response to ASMR video advertisements, experienced by both regular and non-regular viewers. Regular viewers reported annoyance primarily in response to specific sounds and actions, while non-regular viewers found certain auditory elements, like whispering and food sounds, particularly irritating. These insights highlight the potential challenges of using ASMR triggers in advertisements and underscore the importance of careful selection to minimize negative emotional responses.

Discomfort was a significant response among regular ASMR viewers mostly because of squishy and mushy sounds. Some participants expressed:

"Just like there's no comfort, the things she touches feel sticky...Again, the washing part. You can hear that sticky sound, it's uncomfortable." (Regular viewer 2)

"Because I wasn't comfortable so much with the mushy sounds." and "I don't like the squishing sounds, yeah uncomfortable." (Regular viewer 3)

This highlights how specific textures and sounds can provoke discomfort.

Discomfort was also a frequent response among non-regular viewers. The whispering and chewing sounds were particularly discomforting. One participant noted referencing specific ASMR actions:

"it makes me super uncomfortable," and added, "I don't know, just the sound makes me uncomfortable... And most of them were making me uncomfortable... her smelling the chocolates and chewing on it and whispering it made me very uncomfortable and ruined it." (Non regular viewer 3)

The same participant described his overall reaction and noted specific elements:

"It makes me most of the time uncomfortable... the lady started whispering and talking about the chocolate and saying feel this. Like explaining. And it was too personal. I felt very uncomfortable." (Non regular viewer 3)

The discomfort was also linked to the audio quality and volume:

"Again, I don't like the girl talking, it makes me really uncomfortable," and "But when she's speaking, I feel it's too high and detailed. It's too loud and it makes me uncomfortable." And

"when it gets higher, it's like uuuuh. I'm not comfortable with these noises." (Non regular viewer 4)

Disgust was a notable response among regular ASMR viewers, with two participants mentioning feelings of disgust. Some participants expressed:

"I felt like maybe a little bit disgusted. Yeah the hands are quite dirty" (Regular viewer 5)

"The smelling is kind of gross," (Regular viewer 7)

This highlights how the visual and auditory elements related to cleanliness could provoke disgust and indicates that certain sensory triggers, such as smelling, were particularly off-putting.

On the other hand, non-regular viewers reported feeling disgusted more frequently, with seven participants mentioning it, making it a more prevalent emotion among this group compared to regular viewers. Specific triggers, such as the sound of washing using soap, were mentioned frequently. One participant said:

"A bit disgusting. Yeah. Disgusting. I never thought that this washing soap makes this sound," (Non regular viewer 2)

The interaction with food also elicited disgust:

"The food was put, and it had a sauce and the sound with the sauce was a bit disgusting." (Non regular viewer 2)

"When she was touching the rice. It's so disgusting. The sound is so disgusting," (Non regular viewer 3)

"Kind of disgusted with all the food," (Non regular viewer 6)

"Like I would find it really disgusting because the way that she was holding the rice," (Non regular viewer 7)

"I felt a bit disgusted when the girl was washing her hands." (Non regular viewer 8)

The analysis reveals that disgust is a significant emotional response to ASMR video advertisements, particularly among non-regular viewers, who reported it numerous times. These viewers often reacted negatively to specific auditory and visual elements, especially those related to food and cleanliness.

Irritation was a frequent response specially among non-regular viewers. The speaking voices in the advertisements were a significant source of irritation for some participants. Some viewers expressed:

"When they were speaking, I would say really irritating because I don't think their voice adds anything," (Non regular viewer 4)

"I would say irritated, frustrated a lot of time and Irritating overall." (Non regular viewer 5)

The analysis reveals that ASMR video advertisements can elicit a wide range of emotional responses, from high pleasure to low pleasure. Regular viewers tend to experience more positive emotions such as happiness, interest, joy, pleasure, and satisfaction, while non-regular viewers are more likely to report negative emotions such as annoyance, discomfort, disgust, and irritation. These insights highlight the importance of careful selection and presentation of ASMR triggers in advertisements to enhance positive emotional responses and minimize negative ones.

High pleasure responses were particularly prominent among regular ASMR viewers but were also noted among non-regular viewers. Happiness was frequently linked to the immersive and sensory-rich experiences provided by the ASMR advertisements. Regular viewers felt happy due to the immersive nature of the ads, while non-regular viewers were happy when the products were effectively showcased. Both groups found the detailed content engaging, with unique sounds particularly interesting to non-regular viewers. Joy was a common response, driven by engaging and unique elements in the advertisements. Regular viewers often found specific actions and sounds pleasing and satisfying, while non-regular viewers found the unique and engaging content intriguing. These findings align with Van Raaij's (1989) and Shapiro & MacInnis's (2002) observations that positive emotional content captures attention, encourages deeper engagement, and simplifies interaction with ad attributes.

Low pleasure responses included annoyance, discomfort, disgust, and irritation, particularly among non-regular viewers. Whispering and food sounds were significant sources of annoyance, often described as irritating and unpleasant. Specific textures and sounds, such as squishy or mushy noises, frequently caused discomfort, highlighting the need for careful selection of auditory elements. Food-related sounds and visuals, especially those involving handling food elicited disgust, suggesting that these sensory triggers can have a strong negative impact. Speaking voices, particularly when perceived as too close or too personal, were a significant source of irritation among non-regular viewers, pointing to the potential for sensory overload or invasion of personal space. These negative emotions align with Shapiro & MacInnis's (2002) suggestion that negative emotions prompt more analytical processing.

ASMR video advertisements elicit a range of emotional responses. Positive emotions (happiness, interest, joy, pleasure, satisfaction) enhance engagement and ad acceptance, aligning with Van Raaij (1989) and Shapiro & MacInnis (2002). Negative emotions (annoyance, discomfort, disgust,

irritation) require careful management to avoid reducing ad effectiveness. By balancing these emotional appeals, ASMR advertisements can create memorable and emotionally resonant experiences, ensuring effective brand messaging.

4.1.2 Arousal

- **High Arousal**

Excitement was a significant response among regular ASMR viewers, one participant expressed:

"I was excited. Because I love watching these videos," (Regular viewer 3)

This highlights their overall enthusiasm for the content.

Specific triggers within the advertisements were particularly effective. One participant noted,

"The best part of the video was when she broke the chocolate; the sound it made was quite good. That would be like excitement." And "Finally, we get to the point we're waiting for, finally unveiled, so it was a bit of excitement." (Regular viewer 5)

Excitement was also a notable response among non-regular viewers, one participant expressed:

"Yeah, I felt very excited about the first video," (Non regular viewer 2)

This showcases the initial impact of the ASMR triggers.

Participants often reported a combination of emotions. One noted:

"There were both feelings of calmness and excitement." (Non regular viewer 6)

Specific actions within the advertisements were also significant for non-regular viewers. One participant highlighted:

"Excited when she was opening the bottle. Yeah. I felt a bit of excitement." And "I felt really excited when you know when she poured the beer and when the chocolate bar appeared or when she opened the foil and I saw the chocolate bar." (Non regular viewer 8)

Excitement is a significant emotional response to ASMR video advertisements, experienced by both regular and non-regular viewers. Both viewers often reported excitement in response to the sensory-rich and engaging actions and specific triggers such as opening a bottle or unwrapping and eating a chocolate bar. These findings suggest that ASMR advertisements effectively capture and maintain viewer attention through exciting sensory experiences.

- **Low Arousal**

Calm was a significant emotional response among regular ASMR viewers, with all participants mentioning feelings of calm. Some participants noted:

"I was feeling calm," (Regular viewer 1)

"It gave me that feeling of calmness especially the first one," (Regular viewer 2)

This indicates the general soothing effect of the advertisements.

The visual and auditory elements were frequently mentioned as calming. One viewer said,

"The woman also has that calming effect," and *"The images and everything was so calming."*
(Regular viewer 2)

The sound of nature and water was a common calming trigger:

"But specially for the first one, like the water flowing and stuff. It's like really soothing and calming." (Regular viewer 4)

"The first one, the first video going back to the river, there is a calmness about hearing the river and the water flow." (Regular viewer 5)

Overall, the calmness was felt consistently across different advertisements.

Calm was also a frequent response among non-regular viewers, with numerous participants mentioning it. One participant expressed:

"It was very pleasing, calm, and relaxing at first," (Non regular viewer 1)

This highlights the initial impact of the ASMR triggers.

The sound of water and nature was also a significant calming trigger for non-regular viewers:

"I felt calm when I heard the sound of pouring water in the second video and I felt calm when I saw the shots of nature in the first video." (Non regular viewer 8)

The interaction with objects was also mentioned as calming:

"I particularly felt calm in the chocolate one when she started to crack the chocolate I get the satisfaction there." (Non regular viewer 5)

"Also in the third video when she was playing with the cacao beans. Yeah. That made me feel calm." (Non regular viewer 8)

Overall, the calming effect was consistent across different elements and videos, experienced by both regular and non-regular viewers. These findings suggest that ASMR advertisements effectively create a calming and soothing environment, enhancing the overall viewing experience.

Relaxation was a significant response among regular ASMR viewers, who reported on multiple occasions feelings of relaxation. One participant noted:

"Like her voice especially her voice is so soothing and Relaxing," and "And I guess that the human voice is what makes it so soothing and relaxing," and "It's like she's talking like deep in my ears. It was so weird but her voice was relaxing." And "And like the fact that there is a voice in your head or someone talking in a very soft voice in a very relaxing way." (Regular viewer 4)

This indicates that the whispering was effective in creating a relaxed state.

Specific actions and elements within the advertisements also contributed to the feeling of relaxation. One participant noted:

"The relaxedness came after she broke the chocolate." (Regular viewer 7)

Overall, the advertisements consistently induced a relaxed state.

Relaxation was also a frequent response among non-regular viewers, with all participants mentioning it. One participant expressed:

"It is kind of relaxing, very relaxing," (Non regular viewer 1)

This indicates the general soothing effect of the advertisements.

The interaction with objects was also highlighted:

"So when she's playing with the beans I could listen to it for a very long time. For me, it's very relaxing." (Non regular viewer 4)

Specific triggers within the advertisements like the sound of water and nature were particularly effective.

"The sound of the water is nice. It's relaxing," (Non regular viewer 3)

"The natural sounds of woods, birds chirping, those were relaxing for me." (Non regular viewer 5)

Relaxation is a significant emotional response to ASMR video advertisements, experienced by both regular and non-regular viewers. Regular viewers often reported relaxation in response to soothing voices and specific actions within the advertisements, while non-regular viewers highlighted the relaxing effect of natural sounds and the overall sensory experience. These findings suggest that ASMR advertisements effectively create a relaxed and calming environment, enhancing the overall viewing experience.

The results from the analysis of ASMR advertisements indicate that both regular and non-regular viewers frequently experienced low arousal responses, such as feelings of calm and relaxation. Regular viewers consistently reported a sense of calm induced by the visual and auditory elements of ASMR advertisements. They mentioned that sounds like flowing water and the overall soothing visuals contributed to this tranquil state. Non-regular viewers also expressed similar sentiments, noting that the calming effects were particularly pronounced when the advertisements featured natural sounds and scenes. These responses suggest that ASMR advertisements are effective in creating a calming and soothing environment, enhancing the overall viewing experience for both groups.

These findings align with the literature on the stress-reducing capabilities of ASMR. Paszkiel et al. (2020) demonstrated that ASMR-triggering sounds significantly reduce stress levels, bringing individuals to a calmer state. This stress-neutralizing effect highlights the potential for ASMR to be used in situations where relaxation is beneficial. The results of the current study extend this understanding to the context of video advertisements, suggesting that the calming state induced by ASMR can enrich the consumer's emotional journey with the brand. By providing a sense of tranquility, ASMR advertisements can foster deeper engagement with the ad content.

The analysis also underscores the importance of balancing arousal levels in advertising. Shapiro and MacInnis (2002) noted that high arousal may lead to superficial engagement, while lower arousal can enhance the ability to engage with complex arguments (Sanbonmatsu & Kardes, 1988). Pham (1992) highlighted the need to find an optimal arousal level to prevent boredom and ensure the brand's message is effectively remembered. The current study's findings suggest that ASMR advertisements effectively utilize both high and low arousal to engage viewers. By creating a soothing environment through low arousal responses, ASMR advertisements can foster a memorable and emotionally resonant connection with the brand.

These insights suggest that the integration of ASMR into video advertisements can significantly enhance consumer engagement and emotional connection with the brand. The calming and stress-

relieving qualities of ASMR not only improve the viewing experience but also contribute to a deeper and more positive brand perception. Future research should further explore these dynamics through quantitative studies to confirm the effectiveness of ASMR in fostering positive consumer behavior and brand loyalty.

4.1.3 Dominance

- **High Dominance**

Feeling in control was mentioned by a few number of both regular and non-regular viewers

"I was in control." (Regular viewer 1)

"So like the first ones I was in control of my emotions," (Regular viewer 2)

This indicates a sense of managing their own reactions throughout the advertisements. Another participant noted:

"I kind of felt in control for the three of them. I mean that the videos were not really pushy or anything," (Non regular viewer 6)

This suggests that the advertisements were subtle enough to allow viewers to maintain their emotional control.

- **Low Dominance**

In contrast, a larger number of both regular and non-regular viewers reported **not feeling in control** of their emotions:

"I didn't feel in control at all," and *"It was a pleasurable experience but still I felt like I wasn't in control of my emotions."* (Regular viewer 3)

"The video lead me." (Regular viewer 5)

"No, no, no I didn't have control," (Non regular viewer 1)

This highlights a complete lack of control over their reactions.

Some viewers felt manipulated:

"I felt that I was more manipulated by the person," and *"So she says whatever she is experiencing or feeling and it somehow it guides you as well."* (Non regular viewer 2)

"For two of the videos, the ASMR controlled my emotions," and "I had zero control over my emotions." (Non regular viewer 8)

The analysis reveals that both regular and non-regular viewers experienced a mix of control and lack of control over their emotions during ASMR advertisements. However, the sense of not being in control was more frequently reported. This suggests that while some viewers can manage their emotional responses, many feel that the advertisements guide or manipulate their emotions, particularly among non-regular viewers.

4.2 Influence of Specific ASMR triggers

The second major theme identified through the analysis of participants' responses was the specific ASMR triggers within the video advertisements that elicited emotional responses. These triggers were found to be varied and had different impacts on regular and non-regular ASMR viewers. The results indicate that certain ASMR triggers in advertisements can evoke strong emotional reactions, both positive and negative.

• Codes	Categories	Theme
<ul style="list-style-type: none"> • Crisp noises • Tapping • Whispering • Slow movements • Short length of ASMR ad • Balanced combination of sensory elements 	Pleasant triggers	Asmr Triggers
<ul style="list-style-type: none"> • Unbalanced and unrealistic combination of sensory elements • Long length of ASMR ad 	Unpleasant triggers	

Fig. 10. Coding Tree – Theme 2

4.2.1. Pleasant triggers

- **Crisp noises**

Both regular and non-regular viewers found crisp noises to be a pleasant trigger in ASMR advertisements. Regular viewers frequently mentioned that crisp noises, such as the sounds of nature, and breaking chocolate evoked positive emotional responses. One participant expressed:

"The sounds of the nature, I could hear the waterfall. and the sounds of the jungle that was nice." (Regular viewer 1)

The breaking and snapping of chocolate was particularly well-received:

"When she broke the chocolate, the sound it made was quite good." (Regular viewer 5)

Non-regular viewers also responded positively to crisp noises. One participant mentioned enjoying the sound of drinks:

"I really feel the experience with the sound of the drinks." (Non regular viewer 1)

The opening of packaging and the snapping of chocolate were also noted as positive triggers:

"The sound of the opening of the packaging was so pleasing and so nice." and *"Also the snapping of the chocolate."* (Non regular viewer 2)

Regular viewers often highlighted specific sounds as particularly satisfying and engaging. Non-regular viewers also appreciated these sounds but tended to focus more on the overall experience rather than specific elements. The analysis reveals that crisp noises are a significant and positive ASMR trigger for both regular and non-regular viewers. Regular viewers tend to experience a stronger and more detailed positive response to these sounds, finding them engaging and satisfying. Non-regular viewers also appreciate crisp noises, though their responses are generally less intense and less detailed. These findings suggest that crisp noises can enhance the emotional appeal of ASMR advertisements for a broad audience, making them an effective element to include in ASMR content.

- **Tapping**

Both regular and non-regular viewers found tapping to be a pleasant trigger in ASMR advertisements. Regular viewers frequently mentioned that tapping noises, such as tapping on chocolate bars, bottles, and packaging, evoked positive emotional responses:

"Tapping and the crisp noises were most effective to me." (Regular viewer 1)

"And when she started using her nails on the packaging, I could feel it on my skin." and *"The sound of tapping the nails on the bottle."* (Regular viewer 2)

"The last video when she was like tapping with her nails on the chocolate bar," (Regular viewer 3)

Regular viewers often found these sounds engaging and pleasant, contributing positively to their overall viewing experience.

Non-regular viewers also responded positively to tapping noises:

"For the chocolate ad, the tapping on the chocolate made me feel relaxed and calm" (Non regular viewer 1)

"Yeah, the tapping was nice, the tapping when she was opening it and she was pouring it was very satisfying." And *"When she was tapping and also like opening the beer and pouring the beer, it was yeah, more the good feelings."* (Non regular viewer 3)

The combination of tapping and crisp noises was frequently mentioned as enjoyable, adding to the pleasant experience of watching the advertisements.

The analysis reveals that tapping noises are a significant and positive ASMR trigger for both regular and non-regular viewers. Regular viewers tend to experience a stronger and more detailed positive response to these sounds, finding them engaging and satisfying. Non-regular viewers also appreciate tapping noises. These findings suggest that tapping noises can enhance the emotional appeal of ASMR advertisements for a broad audience, making them an effective element to include in ASMR content.

- **Whispering**

Both regular and non-regular viewers found whispering to be a significant trigger in ASMR advertisements, eliciting a range of emotional responses.

Regular viewers frequently mentioned that whispering noises, such as soft-spoken voices and close-up whispering, evoked positive emotional responses:

"The whispers make those videos so soothing; you feel soothed, I feel more comfortable, and I trust the person." And *"I like the whispering. Like I could feel it here in my head and around my ears."* (Regular viewer 2)

Whispering was often associated with a sense of relaxation and calm, with participants highlighting the soothing nature of the voices:

"Her voice was soothing. It was the right intensity because sometimes the voices are so loud." (Regular viewer 3)

Some regular viewers found whispering to be a fundamental aspect of their positive ASMR experience, with one participant stating:

"The whispering when the lady bit the chocolate that was one of the triggers that sort of like brought a bit of joy."

Non-regular viewers also responded to whispering, though their reactions were more mixed. Some viewers found whispering to be relaxing and effective when used appropriately:

"The sound and the use of the whispering was very relaxing." (Non regular viewer 5)

"I felt like I was there, present at the moment especially with the sound and with the whispering." (Non regular viewer 1)

However, many non-regular viewers reported negative reactions to whispering. One participant expressed:

"I hate when she's talking." And "Her smelling the chocolates and chewing on it and whispering made me very uncomfortable and ruined it." (Non regular viewer 3)

The intimacy of whispering was often perceived as too personal and invasive:

"I didn't like when she was talking because I feel like it's too intimate and it makes me very awkward." (Non regular viewer 4)

"The whispering, it just ruined it for me. I really hated it. I thought that they were really trying to annoy me." (Non regular viewer 3)

Regular viewers tended to have a more positive and detailed response to whispering, finding it engaging and soothing. Non-regular viewers, on the other hand, often found whispering uncomfortable and intrusive. These findings suggest that whispering can be a polarizing ASMR trigger, with its effectiveness varying greatly between regular and non-regular viewers. For regular viewers, whispering enhances the emotional appeal of ASMR advertisements, while for non-regular viewers, it can detract from the experience.

The analysis reveals that whispering is a significant ASMR trigger that elicits strong emotional responses from both regular and non-regular viewers. While regular viewers generally appreciate whispering as a soothing and pleasant element, non-regular viewers often find it uncomfortable and intrusive. These findings highlight the importance of carefully considering the use of whispering in ASMR advertisements to maximize positive responses and minimize negative ones, ensuring the advertisements are engaging and effective for a broader audience.

- **Short Length of ASMR Advertisements**

Both regular and non-regular viewers found the short length of ASMR advertisements to be a significant factor in their positive emotional responses.

Regular viewers frequently mentioned that the short length of the advertisements made them more engaging and enjoyable.

"Because they were short first of all it wasn't a long video, it was straight to the point about the product describing the product and all of these things." (Regular viewer 4)

"Usually, I'm interested in these because they're quite quick." (Regular viewer 3)

Short videos were seen as more effective for ASMR content, with participants highlighting the importance of brevity.

"It's just quite 30s it's just good enough for an ASMR video," (Regular viewer 5)

"And I liked the first one because it was short, and it was strong. Like she talked but not that much." (Regular viewer 6)

Regular viewers preferred shorter videos, noting that they were more likely to maintain their interest and engagement throughout the advertisement.

Non-regular viewers also responded positively to the short length of the advertisements. One participant expressed,

"I was enthusiastic because it was short it was like boom boom boom. It was very short." (Non regular viewer 1)

"It was short and to the point like I said every element in there was chosen on purpose and it definitely served its purpose." (Non regular viewer 6)

The brevity of the videos was appreciated for keeping the content concise and engaging. Some non-regular viewers suggested that shorter videos would be even more effective, with one participant stating,

"Maybe if it was shorter, maybe it would've been better." (Non regular viewer 1)

The analysis reveals that short length is a significant positive ASMR trigger for both regular and non-regular viewers. These findings suggest that keeping ASMR advertisements short can enhance their emotional appeal and effectiveness, making them more engaging and enjoyable for a broad audience.

- **Balanced combination of sensory elements**

Both regular and non-regular viewers found a balanced combination of sensory elements to be a significant trigger in ASMR advertisements, contributing to a positive emotional response.

Regular viewers frequently mentioned that a balanced combination of visual and auditory elements made the advertisements more engaging and enjoyable:

"I was satisfied, the combination between the colors and the sounds is so perfect." And "For the pleasure, I would say the colors images combined with the sound." (Regular viewer 2)

This highlights the harmony of sensory elements.

The balance between what viewers saw and heard was often mentioned as a key factor in their enjoyment:

"Sometimes what you see and hear is so balanced," (Regular viewer 2)

The subtlety and moderation of sounds were appreciated, with one viewer stating:

"I like that it's a bit muted. It's not a very loud sound. It's very soft and moody." (Regular viewer 7)

"The sounds were not too loud." (Regular viewer 2)

Non-regular viewers also responded positively to a balanced combination of sensory elements. The combination of sounds and visuals, particularly in the context of natural scenes, was frequently mentioned:

"It was a good experience, because visually and with the sounds." (Non regular viewer 1)

"Sounds for sure mixed with the pictures especially the waves and the water I really enjoyed it. It was pleasurable." And "For the first video was the sound and the visual movement of the wave. Yeah, it was both sound and visuals." (Non regular viewer 2)

The complementarity of these elements was highlighted:

"For sure the sounds and the visuals. Yeah, I think they complement each other somehow." (Non regular viewer 2)

The analysis reveals that a balanced combination of sensory elements is a significant positive ASMR trigger for both regular and non-regular viewers. These findings suggest that carefully balancing

visual and auditory elements can enhance the emotional appeal and effectiveness of ASMR advertisements, making them more engaging and enjoyable for a broad audience.

- **Slow Movements**

Both regular and non-regular viewers found slow movements to be a significant trigger in ASMR advertisements, eliciting a range of positive emotional responses.

Regular viewers mentioned that slow movements, such as zooming in on hands or objects and slow-motion tapping, made the advertisements more engaging and enjoyable. One participant noted:

"I was more focused because it was slow motion moments. It was like zooming to hands, zooming to beer. Yeah. It was like I think more focused." (Regular viewer 6)

The slow, deliberate pace of the movements was seen as enhancing the overall viewing experience, with another participant mentioning:

"The visual of the soap is really also nice." (Regular viewer 8)

Regular viewers found that slow movements allowed them to focus more on the details and enjoy the visual elements of the advertisements.

Non-regular viewers also responded positively to slow movements. One participant highlighted the importance of visuals in their enjoyment of the advertisements, saying:

"Also, the visual because when they're touching the product. I think that's the trigger that gets to me the most is always the visual." (Non regular viewer 4)

The attention to detail and the slow pace were particularly appreciated, with one viewer noting:

"It's the attention to detail like everyone is moving slowly. There are no sudden moves in the video. You kind of want to see the end of it so you are focused and everything that's moving around you are like watching it slowly." (Non regular viewer 6)

The slow movements were seen as helping viewers to concentrate on the visual aspects, enhancing their overall experience.

Regular viewers often highlighted the importance of slow movements in enhancing their focus and enjoyment of the advertisements. Non-regular viewers also appreciated the slow, deliberate pace, noting that it helped them to concentrate on the visual elements. The analysis reveals that slow movements are a significant positive ASMR trigger for both regular and non-regular viewers. These findings suggest that incorporating slow movements can enhance the emotional appeal and

effectiveness of ASMR advertisements, making them more engaging and enjoyable for a broad audience.

4.2.2 Unpleasant triggers

- **Unbalanced and unrealistic combination of sensory elements**

Regular viewers frequently mentioned that unbalanced combinations of sounds and visuals, particularly those involving sticky or exaggerated noises, made the advertisements less enjoyable. One participant noted:

"When she was touching the meat, it sounded so weird. I didn't like this sound because it's sticky." (Regular viewer 2)

The exaggerated and unrealistic nature of some sounds was also criticized, with one viewer saying:

"The sound and the movement of the hand, like I said, the whole acting process wasn't good for me. It was a bit fake, if I can say, didn't look real." (Regular viewer 5)

Non-regular viewers similarly reported negative reactions to unbalanced combinations of sensory elements. Participants often found the exaggerated and unnatural sounds to be off-putting:

"Or the video of the food, it was exaggerated like unnatural sounds that you cannot hear, for example, from putting meat on rice, those kinds of unnatural sounds, and I didn't like that." (Non regular viewer 5)

"They are not real, when I'm washing my hands, that's not the sound that it makes or at the beginning when she was preparing the food." (Non regular viewer 6)

The mismatch between audio and visual elements was also noted:

"I feel like the sound is too much and it's not appreciable because when you touch something, you don't hear it that much." (Non regular viewer 4)

Another expressed discomfort with specific sounds, saying:

"When she was touching the rice, it's so disgusting." (Non regular viewer 3)

Both regular and non-regular viewers highlighted the negative impact of unbalanced sensory combinations, finding them distracting and uncomfortable. Regular viewers often mentioned specific sounds, such as sticky noises and exaggerated effects, as particularly off-putting. Non-regular viewers also criticized the mismatch between audio and visual elements and the unrealistic nature

of some sounds. The analysis reveals that unbalanced combinations are a significant negative ASMR trigger for both regular and non-regular viewers. These findings suggest that ensuring a balanced and realistic combination of sensory elements is crucial to maximizing the positive impact of ASMR advertisements and minimizing negative reactions, making the advertisements more engaging and effective for a broad audience.

- **Long Length of ASMR advertisements**

Both regular and non-regular viewers found the long length of ASMR advertisements to be a significant negative trigger, often leading to feelings of boredom, dissatisfaction, and decreased interest.

Regular viewers frequently mentioned that long advertisements made the content less engaging and enjoyable. One viewer expressed:

"She's washing her hands for too long," and "I wanted her to wash her hands faster."
(Regular viewer 3)

The repetitive and prolonged segments were seen as off-putting, with one participant stating:

"The video was too long especially for the hand-washing thing and stuff. So, I didn't like it that much." (Regular viewer 4)

The overall length of the videos was often criticized, with comments such as,

"It was just so long for me. Really long video," (Regular viewer 4)

"Yeah, this video is quite too long. It's getting to almost three minutes." (Regular viewer 5)

Regular viewers felt that the extended length of certain segments led to a loss of interest and engagement.

Non-regular viewers also reported negative reactions to long advertisements.

"So it's a combination between what I'm seeing and what I am hearing, and it was too long to just see that." (Non regular viewer 1)

"The video was kind of long," (Non regular viewer 6)

"It was too long and the story in the middle I was just kind of bored" (Non regular viewer 6)

The overall length of the videos was seen as detrimental to the viewing experience, making it difficult for non-regular viewers to stay engaged.

The prolonged duration and excessive talking were frequently highlighted as issues, with one participant stating:

"The whispering there was too much of it." (Non regular viewer 6)

Both regular and non-regular viewers highlighted the negative impact of long ASMR advertisements, finding them less engaging and more likely to induce boredom and dissatisfaction. Regular viewers often mentioned specific segments, such as handwashing, as being particularly problematic when extended for too long. Non regular viewers also criticized the prolonged duration and excessive talking, noting that these elements made the advertisements less appealing. The analysis reveals that long length is a significant negative ASMR trigger for both regular and non-regular viewers. These findings suggest that keeping ASMR advertisements concise and to the point can enhance their emotional appeal and effectiveness, making them more engaging and enjoyable for a broad audience.

4.3 Impact on Consumer Behavior

The third major theme identified through the analysis of participants' responses was the impact of ASMR triggers in video advertisements on consumer behavior. The results indicate that ASMR technology in advertising is significantly influencing consumer attitudes and purchasing intentions among regular and non-regular ASMR viewers. These behavioral responses were categorized into two main categories: brand attitude and purchase intention. Brand attitude was further divided into positive, neutral, and negative attitudes, while purchase intent was divided into likely to purchase and unlikely to purchase.

Codes	Categories	Theme
<ul style="list-style-type: none">• Positive attitude towards the brand• Neutral attitude towards the brand• Negative attitude towards the brand	Brand Attitude	Consumer Behavior
<ul style="list-style-type: none">• Likely to purchase• Unlikely to purchase	Purchase Intention	

Fig. 11. Coding Tree – Theme 3

4.3.1 Brand attitude

Both regular and non-regular viewers exhibited varied brand attitudes influenced by ASMR advertisements. The references from participants indicate a spectrum of attitudes, ranging from positive to neutral to negative.

- **Positive Attitude Towards the Brand**

Regular viewers frequently reported a positive attitude towards the brands featured in ASMR advertisements. When asked about his attitude towards the brand, participants expressed:

"Yeah, in the first one with the beer it happened earlier. It was nice." And "With the beer, it was good because at some points I was feeling okay. It's nice maybe to try this one."
(Regular viewer 1)

The immersive experience of the ASMR advertisements enhanced the brand perception, as one participant noted:

"Yes, of course, I guess it changed. It gives more volume to the product because you get to experience the little details in it, for example, for the chocolate video, it's like the way she tasted like it's a whole experience." (Regular viewer 4)

This positive sentiment was echoed by several other regular viewers who felt more connected to one of the brands or more and interested in trying the products after viewing the ASMR advertisements.

Non-regular viewers, on the other hand, did not report any positive attitudes towards the brands based on the ASMR advertisements. This indicates that while regular viewers are more likely to develop a favorable perception of the brand due to the sensory experience, non-regular viewers may not be similarly influenced.

- **Neutral Attitude Towards the Brand**

Both regular and non-regular viewers exhibited neutral attitudes towards the brands in some cases. Regular viewers expressed sentiments such as:

"Nothing happened to me. Yeah, I wasn't interested. It's just something not positive, not negative." (Regular viewer 1)

"The brands I don't use them. It's not about the name, but the fact that they are using ASMR means that they are trying to get to people in an emotional way and touch them because those videos are emotionally based, but it's a good thing because they are trying to understand people more." (Regular viewer 2)

Non-regular viewers also displayed neutral attitudes:

"Not really, I see it as an attempt because I don't judge a brand based on a single advertisement or attempt." (Non regular viewer 5)

"Has my perception changed? I don't think my perception of the brand changed after watching the ASMR ad, and I don't think that an ASMR ad can change my perception of the brand." (Non regular viewer 8)

These neutral responses indicate that for both regular and non-regular viewers, ASMR advertisements might not significantly alter their pre-existing perceptions of a brand.

- **Negative Attitude Towards the Brand**

Negative attitudes were present among both regular and non-regular viewers, although they were more frequently reported by non-regular viewers. Regular viewers expressed negative sentiments when the ASMR elements were not well-received:

"With the hand soap, it changed in a bad way." (Regular viewer 1)

"The second one. I don't like the soap brands now. Yeah, it really made me feel uncomfortable. And it made me feel not like it would make me clean but like it would stick to me. So not good." (Regular viewer 7)

Non-regular viewers also reported negative attitudes:

"Overall, it's pretty negative to me. It's like I'm out of my comfort zone. That's why it's like catching my attention but also making me remember that it's not pleasant." (Non regular viewer 3)

"Lindt was like high-end chocolate, a bit classy. And having the woman whisper like that it took out a little bit the classiness, and I felt like it was a bit unnecessary." (Non regular viewer 4)

These responses indicate that when ASMR advertisements fail to align with the viewers' expectations or preferences, they can lead to a negative perception of the brand.

The results of the study indicate that ASMR video advertisements significantly influence brand attitudes among regular and non-regular viewers, with responses ranging from positive to neutral to negative. Regular viewers frequently developed positive attitudes towards brands in ASMR advertisements due to the immersive, sensory-rich experience, which enhanced brand perception and connection to the products. This aligns with Yoo and MacInnis's suggestion that emotional

advertisements enhance the perceived credibility and effectiveness of the ads, making them more convincing and likable. Percy and Rossiter's affective component, relating to feelings that energize behavior, is evident as regular viewers felt more connected and interested in the products.

Both regular and non-regular viewers sometimes exhibited neutral attitudes, indicating that ASMR advertisements might not significantly alter their pre-existing brand perceptions. This suggests that while ASMR triggers can engage viewers emotionally, they do not always result in a strong shift in brand attitude, aligning with Percy and Rossiter's cognitive component of brand attitude based on logical beliefs guiding behavior. If ASMR content does not align closely with viewers' motivations or expectations, the cognitive component may not be sufficiently engaged to shift brand attitudes significantly.

Negative attitudes were more frequently reported by non-regular viewers, particularly when ASMR elements did not align with their expectations. This highlights the importance of matching sensory elements with the brand's perceived image. According to Yoo and MacInnis, emotional advertisements need to engage both affective and cognitive processes to be effective. A mismatch can lead to a negative perception of the brand when cognitive evaluation overrides the affective response.

ASMR triggers engage both affective and cognitive components of brand attitudes. They provide a sensory-rich experience that energizes consumer behavior (affective component) while aligning with or failing to meet consumers' motivations and expectations (cognitive component). This dual engagement enriches brand attitude and influences consumer behavior. Regular viewers are more likely to develop positive brand attitudes due to this dual engagement, while non-regular viewers tend to remain neutral or develop negative attitudes when expectations are not met. These findings highlight the importance of carefully crafting ASMR advertisements to appeal to both regular and non-regular viewers, enhancing positive emotional responses and minimizing negative ones to foster favorable consumer behavior.

4.3.2 Purchase Intention

Both regular and non-regular viewers exhibited varied purchase intentions influenced by ASMR advertisements. The references from participants indicate a spectrum of intentions, ranging from likely to unlikely to purchase.

- **Likely to purchase**

Regular viewers frequently expressed a strong intention to purchase products featured in ASMR advertisements. One participant noted:

"If I had to buy something I would buy something using that type of ads than using normal ads because it feels more connected to me." And "I would buy it especially like the chocolate one. I would love to try it." (Regular viewer 2)

The immersive experience of the ASMR advertisements created a sense of connection with the product, making viewers more inclined to purchase.

"I would be like oh I saw that one before Maybe I should give it a try." (Regular viewer 3)

"So now you go shopping or you go outside, and you see the product so you link it to what you saw and if you never tried it before you will have the urge to try it." (Regular viewer 4)

This positive sentiment was echoed by several other regular viewers who felt more connected to the product and interested in trying it after viewing the ASMR advertisements.

Non-regular viewers also exhibited a notable intention to purchase, although the reasons varied. One participant expressed,

"For example, the first one was more if I want the feeling of freshness maybe I can purchase that beer." (Non regular viewer 2)

The ASMR advertisements effectively showcased the product, making some non-regular viewers more inclined to buy it.

"I was really into that. So, I would probably do buy it to see what she was talking about." (Non regular viewer 3)

"I could buy a beer because of the beer advertisement because I think it was well done and the sound is just good." (Non regular viewer 4)

The advertisements created a positive impression that influenced purchase intent, as one viewer mentioned:

"For example, since the same brand of chocolate is present at where I shop, I cannot lie I would think of these advertisements when I want to buy and actually it was most of the time like 50 50 was my choice. So, I would say yes I would choose it over the other one." (Non regular viewer 5)

- **Unlikely to purchase**

While regular viewers did not explicitly express an intention not to purchase any products, non-regular viewers reported instances where they were unlikely to purchase:

"For the second one safeguard for that experience I would not buy this product." (Non regular viewer 1)

"But with the two other brands I wouldn't buy them." (Non regular viewer 3)

"You know for example if I'm doing the groceries and I see these products I wouldn't buy them." (Non regular viewer 7)

The negative reaction to certain ASMR elements in the advertisements influenced their purchase intent.

The analysis of purchase intention in ASMR advertisements reveals a strong connection to the literature on consumer behavior. The findings indicate that regular viewers frequently expressed a strong intention to purchase products featured in ASMR advertisements due to the immersive and sensory-rich experience, which created a sense of connection with the product. This aligns with Turney and Littman's observation that a strong purchase intention usually means the consumer is more ready to choose that brand. Regular viewers' comments, such as "If I had to buy something I would buy something using that type of ads than using normal ads because it feels more connected to me," illustrate this readiness and connection.

Non-regular viewers also exhibited a notable intention to purchase, especially when the advertisements effectively showcased the product. This supports Chi et al.'s (2009) assertion that marketing efforts can significantly change consumer preferences and, as a result, influence their purchase decisions. One non-regular viewer noted:

"I could buy a beer because of the beer advertisement because I think it was well done and the sound is just good," (Non regular viewer 4)

This indicates that well-executed ASMR advertisements can positively influence purchase intention even among those less familiar with ASMR.

However, non-regular viewers were also more likely to express an intention not to purchase products if the ASMR elements were not well-received. This reflects the importance of aligning the brand's attributes with the buyer's motives and anticipated satisfaction from the purchase, as highlighted by Shah et al. (2012). For instance, one participant mentioned:

"For the second one safeguard for that experience I would not buy this product," (Non regular viewer 1)

This shows that negative reactions to ASMR elements can diminish purchase intention.

The literature emphasizes that an enriched consumer-brand relationship, through meaningful mental connections, significantly enhances purchase intention (Fournier, 1998; Belch & Belch, 2012). Regular viewers' positive sentiments, such as feeling more connected to the product and inclined to try it after viewing the ASMR advertisements, demonstrate this enriched relationship. Non-regular viewers, despite their varied reactions, also showed that effective sensory experiences could enhance their intent to purchase, aligning with the idea that ASMR triggers can deepen consumers' connection to a brand.

These findings underscore the importance of carefully crafting ASMR advertisements to appeal to both regular and non-regular viewers, enhancing positive emotional responses and minimizing negative ones. By doing so, ASMR advertisements can effectively foster favorable consumer behavior, aligning with the literature's emphasis on the significant impact of emotional and sensory marketing on purchase intention.

4.4 Summary of Key findings by Research Question/Theme:

4.4.1 How do ASMR triggers in video advertisements influence consumer emotional responses?

The analysis reveals that ASMR triggers in video advertisements elicit a wide range of emotional responses, categorized into high pleasure, low pleasure, high arousal, low arousal, high dominance, and low dominance. Regular viewers of ASMR content commonly reported feelings of happiness, joy, interest, and satisfaction. These emotions were linked to the immersive nature of the ASMR ads, with specific triggers such as breaking chocolate and natural sounds enhancing their enjoyment. Non-regular viewers also experienced happiness and interest but to a lesser extent, often finding well-presented products engaging.

However, both regular and non-regular viewers experienced low pleasure emotions, including annoyance, discomfort, and disgust. Non-regular viewers particularly disliked whispering and certain food sounds, often describing these as intrusive or unpleasant. Regular viewers mentioned annoyance with specific sounds or prolonged actions within the ads.

In terms of arousal, both groups reported feelings of excitement, especially when engaging actions like breaking chocolate or opening bottles were featured. Additionally, both regular and non-regular viewers found the ASMR advertisements calming and relaxing, with regular viewers highlighting the soothing effects of whispering and natural sounds, and non-regular viewers finding calm in natural scenes and water sounds.

Regarding dominance, a few participants felt in control of their emotions during the ads. However, a larger number reported not feeling in control, with many indicating that the ASMR elements guided their emotions, making them feel manipulated by the advertisements.

4.4.2 What specific ASMR triggers elicit the most affective responses, and how do these vary among experienced and non-experienced ASMR consumers?

The analysis identified specific ASMR triggers that elicited strong emotional responses from both regular and non-regular viewers. Crisp noises, such as breaking chocolate and natural sounds, were found to be particularly pleasant, evoking positive emotional responses. Tapping noises were also well-received by both groups, with participants enjoying sounds like tapping on packaging or bottles. Whispering emerged as a significant trigger, eliciting mixed responses. Regular viewers found whispering soothing and comforting, while non-regular viewers often found it uncomfortable and intrusive. The length of the advertisements played a crucial role, with both groups preferring shorter ads that maintained their engagement. A balanced combination of sensory elements, incorporating both visual and auditory stimuli, was appreciated by both groups for enhancing the overall viewing experience. Slow movements in the advertisements were also effective, helping viewers to focus on the details and enjoy the visual elements.

Conversely, unbalanced and exaggerated sensory elements were criticized by both groups, who found them distracting and uncomfortable. Long advertisements were particularly disliked, leading to feelings of boredom and decreased interest.

4.4.3 How do consumers' emotional responses to ASMR in advertisements affect their subsequent consumer behavior, including brand attitude and purchase intention?

The influence of ASMR advertisements on consumer behavior varied, impacting brand attitude and purchase intention. Regular viewers often developed positive attitudes towards brands featured in ASMR advertisements, driven by the immersive and sensory-rich experience that enhanced their perception of the brand and created a sense of connection with the products. This positive sentiment aligned with the literature, suggesting that emotional advertisements enhance the perceived credibility and effectiveness of ads.

Both regular and non-regular viewers sometimes exhibited neutral attitudes, indicating that ASMR advertisements did not significantly alter their pre-existing perceptions of a brand. Negative attitudes were more frequently reported by non-regular viewers, particularly when the ASMR elements did not align with their expectations or preferences. This highlights the importance of matching sensory elements with the brand's perceived image to avoid negative perceptions.

In terms of purchase intention, regular viewers frequently expressed a strong intention to purchase products featured in ASMR advertisements, driven by the immersive experience and a sense of connection with the product. Non-regular viewers also showed notable purchase intentions when the advertisements effectively showcased the product. However, they were more likely to express an intention not to purchase if they found the ASMR elements off-putting.

4.4.4 Differences Between Regular and Non-Regular ASMR Viewers

Regular viewers demonstrated stronger positive emotional responses and higher purchase intentions, finding ASMR elements more engaging and satisfying. They appreciated the immersive and sensory-rich experiences provided by the advertisements. In contrast, non-regular viewers were more likely to report negative emotions and were less likely to develop positive brand attitudes or purchase intentions. They were more critical of whispering and food-related sounds, often finding them intrusive or uncomfortable.

These insights suggest that while ASMR advertisements can effectively engage and influence regular viewers, they must be carefully crafted to avoid negative reactions from non-regular viewers. Ensuring a balanced and appealing sensory experience is crucial for maximizing the positive impact of ASMR advertisements and minimizing negative responses, thereby making the advertisements more engaging and effective for a broad audience.

5. Conclusion

The analysis of participants' responses to ASMR triggers in video advertisements reveals significant emotional and behavioral impacts. Regular viewers tend to experience high pleasure, characterized by emotions such as happiness, interest, joy, and satisfaction, due to the immersive and sensory-rich nature of ASMR content. Non-regular viewers also report high pleasure, though often tied to specific product presentations. Both groups exhibit high arousal through excitement and low arousal through calm and relaxation, especially when natural sounds and soothing voices are used. Dominance responses indicate a larger number of both regular and non-regular viewers reported not feeling in control of their emotions, often feeling manipulated by the ASMR content.

The word clouds generated using NVivo software highlight the key emotions experienced by regular viewers and non-regular viewers, emphasizing the diversity and intensity of emotional responses elicited by ASMR advertisements. Pleasant ASMR triggers, such as crisp noises, tapping, whispering, slow movements, and balanced sensory combinations, were well-received by both groups. Crisp noises like the sounds of water and nature and breaking chocolate were particularly engaging for regular viewers, while non-regular viewers appreciated the overall sensory experience. Tapping noises evoked positive emotional responses, contributing to a pleasant viewing experience. Whispering elicited mixed responses; regular viewers found it soothing, while non-regular viewers often felt uncomfortable and intruded upon. Slow movements were appreciated for their focus on detail and visual appeal. Both groups valued a balanced combination of visual and auditory elements, enhancing the overall viewing experience.

These emotional responses significantly influence consumer behavior, including brand attitude and purchase intention. Regular viewers are more likely to develop a positive attitude towards brands featured in ASMR advertisements, appreciating the immersive experience. This positive sentiment drives a strong intention to purchase products, reflecting a meaningful connection to the brand. Non-regular viewers also exhibit purchase intentions when the product is effectively showcased but are more likely to express reluctance if the ASMR elements are poorly received.

The results from the analysis of ASMR advertisements indicate that both regular and non-regular viewers frequently experienced low arousal responses, such as feelings of calm and relaxation. Regular viewers consistently reported a sense of calm induced by the visual and auditory elements of ASMR advertisements. They mentioned that sounds like flowing water and the overall soothing visuals contributed to this tranquil state. Non-regular viewers also expressed similar sentiments, noting that the calming effects were particularly pronounced when the advertisements featured natural sounds and scenes. These responses suggest that ASMR advertisements are effective in creating a calming and soothing environment, enhancing the overall viewing experience for both groups.

These findings align with the literature on the stress-reducing capabilities of ASMR. Paszkiel et al. (2020) demonstrated that ASMR-triggering sounds significantly reduce stress levels, bringing individuals to a calmer state. This stress-neutralizing effect highlights the potential for ASMR to be used in situations where relaxation is beneficial. The results of the current study extend this understanding to the context of video advertisements, suggesting that the calming state induced by ASMR can enrich the consumer's emotional journey with the brand. By providing a sense of tranquility, ASMR advertisements can foster deeper engagement with the ad content.

Furthermore, participants indicated future preferences and the types of products they think would benefit from ASMR ads. Regular viewers mentioned that products like drinks, tech products, cosmetics, handmade products, food, and services like swimming pools would benefit from ASMR advertising. Non-regular viewers suggested that beauty brands, sports brands, makeup products, food, clothing, and cars could be effectively advertised using ASMR. This aligns with the idea that ASMR's immersive experience can be particularly beneficial for products that rely on sensory engagement.

In conclusion, ASMR triggers in advertisements significantly influence consumer emotional responses, which in turn affect brand attitude and purchase intention. The findings suggest that regular viewers are more positively influenced by ASMR advertisements, developing favorable brand attitudes and strong purchase intentions. Non-regular viewers, while showing some positive responses, are more critical and likely to develop neutral or negative attitudes if the ASMR elements are not well-executed. This highlights the importance of carefully crafting ASMR advertisements to balance sensory elements and create an engaging and pleasant experience for a broad audience, enhancing both brand attitude and purchase intention.

6. Managerial Implications and Recommendations

The findings of this study on the impact of ASMR triggers in video advertisements provide valuable insights for managers and marketers aiming to enhance consumer engagement and brand perception. Below are the key managerial implications and recommendations derived from the research:

Leveraging Emotional Engagement: ASMR advertisements have been shown to elicit strong emotional responses, particularly among regular ASMR viewers. Managers should focus on integrating ASMR elements that evoke positive emotions such as calmness and relaxation. By crafting advertisements that trigger these emotional responses, brands can foster a deeper connection with their audience.

Tailoring ASMR Content for Different Audiences: The study highlights that regular and non-regular ASMR viewers respond differently to ASMR triggers. Managers should consider segmenting their audience and tailoring ASMR content to suit these segments. For regular ASMR viewers, leveraging familiar ASMR triggers like whispering and tapping can enhance engagement, while non-regular viewers might benefit more from broader sensory experiences.

Optimizing ASMR Trigger Combinations: Given the varied emotional responses to different ASMR triggers, it is essential to experiment with and optimize the combination and sequencing of these triggers. Managers should use data-driven approaches to identify the most effective ASMR trigger combinations that maximize positive emotional responses and minimize negative reactions.

Short and Impactful ASMR Ads: The research indicates that the length of ASMR advertisements plays a crucial role in maintaining viewer engagement. Managers should aim to create short, impactful ASMR ads that deliver the sensory experience quickly and effectively, keeping the audience engaged without causing fatigue.

Product Category Suitability: Certain product categories, such as beauty, food, and automotive, were perceived as more suitable for ASMR advertisements. Managers should consider these insights when selecting products for ASMR-based advertising campaigns. Products that rely on sensory engagement and have a strong visual or auditory appeal are likely to benefit the most from ASMR triggers.

Enhancing Brand Attitude: Regular viewers of ASMR content tend to develop a more positive attitude towards brands featured in ASMR advertisements. Managers should leverage this by consistently integrating ASMR elements into their advertising strategy, creating a cohesive and immersive brand experience that resonates with ASMR enthusiasts.

Increasing Purchase Intent: The immersive and sensory-rich experience provided by ASMR advertisements can significantly boost purchase intention among viewers. Managers should highlight product features that align with ASMR triggers, such as the sound of packaging opening or the texture of a product, to enhance the sensory appeal and drive purchase decisions.

Conducting Further Research: To build on these findings, managers should support further quantitative research to validate and expand on the insights gained. By investing in comprehensive studies that measure the impact of ASMR triggers on a larger scale, brands can refine their strategies and enhance their advertising effectiveness.

By considering these managerial implications and recommendations, brands can effectively harness the power of ASMR in their advertising campaigns, creating emotionally engaging and memorable experiences that drive consumer behavior and strengthen brand loyalty.

7. Research Limitations

First, the qualitative nature of this study means that the findings are based on a relatively small sample size. While this approach allowed for in-depth exploration of participants' emotional responses to ASMR advertisements, it may not provide a fully representative view of the broader population. Future research should aim to include larger, more diverse samples to ensure that the results are generalizable across different demographics and cultural contexts.

Second, the study relied on self-reported data, which can be subject to biases such as social desirability bias and recall bias. Participants may have provided responses they believed were expected or may not have accurately recalled their emotional reactions to the advertisements. This limitation underscores the importance of complementing qualitative data with quantitative measures in future research to validate and extend the findings.

Third, while the study categorized participants as regular or non-regular ASMR viewers, it did not account for variations within these groups. Regular viewers, for example, may differ significantly in their levels of engagement with ASMR content, which could influence their responses. Similarly, non-regular viewers may have varying degrees of familiarity with ASMR, which could affect their perceptions. Future studies should consider these nuances to provide a more detailed understanding of how different levels of ASMR engagement impact consumer responses.

Fourth, the study focused on specific ASMR triggers (e.g., whispering, tapping, crisp noises) without exploring the potential effects of other triggers. ASMR content is diverse, and different triggers may elicit unique emotional responses. Future research should investigate a broader range of ASMR triggers to fully understand their impact on consumer behavior and brand perception.

Lastly, the study did not consider the long-term effects of ASMR advertisements. While the immediate emotional responses were captured, it is unclear how these responses translate into long-term brand loyalty and purchase behavior. Longitudinal studies are needed to examine the lasting impact of ASMR advertisements on consumer attitudes and behaviors over time.

These limitations highlight the need for further research to build on the initial findings of this study. By addressing these limitations, future studies can provide a more comprehensive understanding of the impact of ASMR in advertising, contributing to the development of more effective marketing strategies that leverage the unique emotional engagement offered by ASMR content.

8. Future research

First, to address the natural limitations of this qualitative study, a more comprehensive quantitative research approach is recommended. Surveys and experiments should be conducted with a larger and more diverse sample to quantify the impact of specific ASMR triggers on consumer emotional responses, brand attitude, and purchase intention. By developing a standardized survey instrument that measures emotional responses using the PAD model and consumer behavior outcomes, researchers can collect data from a broader audience. This approach will provide more generalizable insights and allow for the statistical testing of hypotheses regarding the effectiveness of different ASMR triggers in advertisements.

Second, the current study found that regular ASMR viewers responded more positively to ASMR advertisements compared to non-regular viewers. Future research should investigate the moderating role of ASMR familiarity on the relationship between ASMR triggers and consumer responses. By employing a large-scale survey, researchers can quantitatively assess whether prior experience with ASMR content influences the intensity and nature of emotional and behavioral responses to ASMR advertisements. This will help determine the extent to which ASMR familiarity enhances or mitigates the effectiveness of ASMR-based marketing strategies.

Third, given that specific ASMR triggers such as whispering, tapping, and crisp noises were found to elicit strong emotional responses, future studies should explore the optimal combination and sequencing of these triggers in advertisements. Experimental designs can be used to test different ASMR trigger combinations and their effects on consumer emotions and behavior. By manipulating the presence and order of ASMR triggers, researchers can identify the most effective combinations that maximize positive emotional responses and enhance brand attitude and purchase intention.

Fourth, the study highlighted that certain product categories, such as drinks, tech products, cosmetics, handmade products, food, swimming pools, beauty, sports, makeup, clothing, and cars, were perceived by participants as more suitable for ASMR advertisements. Future research should test this perception by examining the effectiveness of ASMR advertisements across various product categories. Surveys and field experiments can be conducted to measure consumer responses to ASMR advertisements for different types of products, comparing the emotional and behavioral outcomes across categories. This will help determine whether certain products benefit more from ASMR triggers and guide marketers in selecting appropriate products for ASMR-based advertising campaigns.

Lastly, a longitudinal study is recommended to assess the long-term effects of ASMR advertisements on brand loyalty and repeat purchase behavior. By tracking consumer attitudes and purchasing patterns over time, researchers can examine whether the initial positive emotional responses to ASMR advertisements translate into sustained consumer behavior. This approach will provide valuable insights into the enduring impact of ASMR advertising on brand-consumer relationships and help marketers develop strategies for maintaining consumer engagement and loyalty.

These future research directions aim to deepen our understanding of the mechanisms through which ASMR triggers influence consumer behavior and provide a robust theoretical framework that can be tested quantitatively. By employing diverse methodological approaches and expanding the scope of research, we can gain comprehensive insights into the effectiveness of ASMR in advertising and its potential to enhance consumer-brand relationships.

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10. Appendices

Appendix 1: Interview Guide:

Interview Questions:

ASMR advertisements:

These ads chosen are well suited for our study due to their popularity and effective use of ASMR elements, offering a range of industries and products to examine how ASMR can influence consumer behavior across different market segments:

- **Michelob ULTRA Pure Gold – ‘The Pure Experience’:**
https://www.youtube.com/results?search_query=Michelob+ULTRA+Pure+Gold+%E2%80%93+The+Pure+Experience%E2%80%99
- **Lindt Chocolate - ASMR Ad:**
https://www.youtube.com/watch?v=1grFIM55qO0&ab_channel=LindtChocolateCanada
- **Safeguard Presents “The Wash” ASMR Video:**
https://www.youtube.com/watch?app=desktop&v=RbGCKGuJDI0&embeds_referring_euri=https%3A%2F%2Fevents.withgoogle.com%2F&feature=emb_imp_woyt&ab_channel=SafeGuardPhilippines

General Questions:

1. How familiar are you with ASMR content before participating in this study (This could range from frequent interaction to none at all?
ASMR, or Autonomous Sensory Meridian Response, is a sensory phenomenon characterized by a pleasant, static-like tingling sensation on the skin, often starting from the scalp and potentially spreading to other parts of the body. This sensation is typically induced by stimuli such as focused, precise tasks, close personal attention, or specific audio stimuli like whispering and tapping. It is associated with feelings of relaxation and well-being and People often seek out ASMR to help with relaxation and stress relief."
2. Can you describe any prior experiences you have had with ASMR, either in advertising or other media?

Initial reaction and emotional response to the ASMR Advertisements:

3. What was your immediate reaction when you watched the ASMR advertisements?
4. During the viewing, what specific emotions did you feel? Please describe any changes in your emotional state throughout the advertisement.
5. Could you describe the level of pleasure or displeasure you experienced during the ASMR advertisement? What specific elements of the advertisement made you feel this way?
6. During the advertisement, did your level of excitement change? Please describe any moments where you felt particularly excited or calm.
7. Did any aspects of the ASMR advertisement make you feel particularly relaxed or stressed?

8. How in control did you feel during your experience with the ASMR advertisement? Were there moments where you felt the advertisement guided your emotions or reactions more than you expected
9. Did you find the ASMR advertisements enjoyable or irritating? Can you explain why? What did or didn't you like about it?

Perception of ASMR-Triggers:

ASMR triggers are specific stimuli that provoke the characteristic tingling sensation of ASMR. These triggers vary widely among individuals but commonly include sounds like whispering, tapping, and crisp noises, or visual actions involving careful, deliberate movements. In the context of advertising, these triggers are used to create a deep sense of calm and focus, potentially enhancing the viewer's emotional connection to the advertisement.

10. Were there specific elements or triggers within the ASMR advertisements that stood out to you? Please describe them.
11. Did you experience any tingling sensations while watching the ASMR advertisements? If so, where did you feel it on your body?" For how long did you feel the tingling sensation? Was it continuous or intermittent? How strong was the tingling sensation?
12. Which ASMR triggers in the advertisements did you find most effective in inducing a sensory or emotional response? Can you describe the type and intensity of the response
13. Were there any triggers that you found to be ineffective or unpleasant?
14. How do you think your reaction to ASMR triggers compares to typical advertising methods?

Brand Attitude and Perception:

15. Has your perception of the brand changed after watching the ASMR advertisement? In what way?
16. Do you feel more connected to the brand after experiencing their ASMR advertisement?
17. How likely are you now to purchase the product featured in the ASMR advertisement?

Comparison Between Regular and Non-Regular ASMR Viewers:

18. (For regular ASMR viewers) How does the ASMR in these advertisements compare to your usual ASMR experiences?
19. (For non-regular ASMR viewers) Was this experience different from other advertising forms you are familiar with? How so?

Future Preferences:

20. Would you prefer more advertisements to include ASMR elements in the future? Why or why not?
21. Are there specific types of products or brands that you think would benefit from using ASMR in their advertisements?

Appendix 2: Interview Transcripts

Asmr non regular viewer 1

Speaker 1 [00:00:00] So, first I will try to explain, what is asmr briefly since as you said you are a non-regular Asmr viewer. So Asmr or autonomous sensory meridian response is a sensory phenomenon characterized by a pleasant, static like tingling sensation on the skin. It's often starting from the scalp and potentially spreading to other parts of the body. This, sensation is typically induced by stimuli such as focused, precise tasks. You have close personal attention. You have some specific audio stimuli like whispering, tapping, you know, and it's associated with feelings of relaxation and well-being, and people often seek out Asmr to help with relaxation and stress relief. Okay, so, now that you have an idea about what is asmr videos, can you describe if you had any prior experience with Asmr either in advertising or other media?

Speaker 2 [00:01:22] Well, usually when I'm just scrolling down my feed, either on Facebook or on Instagram, sometimes a video of Asmr pops up and then you just get the feed of people whispering or tapping or something. So I have an idea on what it's like or what the videos are about. But sometimes, since I'm not a regular consumer or viewer of this kind of videos, and I claim sometimes I just watch videos to hear the sound of the rain just to make myself relax. Because this is something that I like, the sound I like to hear the sound, It makes me feel relaxed.

Speaker 1 [00:02:03] Okay. So, now we can start watching the first video.

Speaker 2 [00:02:12] Okay. The 45 seconds one

Speaker 1 [00:02:17] yeah the one of ultra, so you can watch the video, you can pause it if you want to pause it, if you have any instant feeling or emotion that you want to share with me, you can just pause the video and let me know what you feel, and then we can proceed on the next videos.

Speaker 2 [00:02:34] Okay. I'm starting right now. All right, I think, you can really feel the experience.
This is my first feedback. I really feel the experience with the sound of the drinks. And the sound of the atmosphere and the space. It is quite relaxing, but at the same time it makes you feel like you are there. So this is my feedback for the first video.

Speaker 1 [00:04:09] Okay. Now, we can proceed to watching the second video.
We just do it the same way as before.

Speaker 2 [00:04:46] Okay. for the first part of the video, I think the first 10s, I don't like the sounds, I don't like this kind of sound, it makes me feel uncomfortable, but I will still finish the video.
Wow, I don't like the view now I'm on second 40, it feels like the hands are dirty, which I don't like because she's preparing food. This is the second emotional experience that I'm having, which is not good.

Speaker 2 [00:05:58] Okay. Now I'm in minute 1 and 4 seconds but I see the problem, the challenge showcased with the dirty hands, so I understand why that make me feel uncomfortable, but now I know why, because yeah it's called washing ? I Clearly understand that it is about soap. But for me, honestly, it took me one minute to be uncomfortable to know that this is about soap. Okay, so for my analysis, I won't spend, like all this time, from the first 10 seconds I will just swipe.
Or not watch the video, skip the video yeah, but let's see how this will end. I still do not like the sound of the soap and the tingling, It's too much for me. Yeah, it is too detailed, too long for me.

Speaker 1 [00:08:13] Yeah. It's a pretty long advertisement.

Speaker 2 [00:08:16] Yeah.

Speaker 2 [00:08:18] Like as I said I would skip it in the first place.

Speaker 1 [00:08:24] all right. Should we now maybe watch the third video?

Speaker 1 [00:08:31] Let's do that. It is kind of relaxing, very relaxing, I feel like all my senses are focused. My attention is there like I'm focused on that video. I would definitely keep watching the video until the end. There the talking was not too much. The talking in the first part of this video was very grabbing my attention. But now I would love that it will be focused on the sound of the material and just less talking, she can talk, and speak but less than that.

Speaker 1 [00:11:01] You mean the whispering or just normal talking?

Speaker 2 [00:11:04] Yeah. All right. For the last one I watched all the video, I was willing to watch it till the end because it grabbed my attention from the first three second. So this is important. watch yourself, prepare your, for your, with a whisper and prepared for it.

Speaker 1 [00:11:42] Yeah.

Speaker 2 [00:11:44] Over something with the chocolate, with everything. I liked the choice or the selection of the colors, the overall colors of white, plus the chocolates. I do love coffee. I like, one of the best part from the video is that to see, to hear the sound of the coffee, because I'm a coffee drinker and I love coffee. So I can feel like I was sensing the coffee along with the chocolate. But the downside of it is that it was too much talking or too much speaking on some parts, maybe she could not have said like, enjoy the excellence or because it was clearly that just by eating the chocolates I got the feeling and I got the message.

Speaker 1 [00:12:42] Okay. I think now we've seen all the videos we were supposed to see, now we are just going to maybe ask some questions, you know, and then see how you how you felt about all the videos, like your reaction and your emotional response. So, first I just want to ask you what was your immediate reaction when you watched the asmr advertisement?

Speaker 2 [00:13:16] It was different. It was different experiences because I like the first and the last one and I didn't like, I hated, this is the emotion of the second one. It was like you were torturing me to finish watching the video. So that was like a downfall for me. It was okay, sometimes a good experience, especially with the first part for the last video, it was very relaxing. Very relaxing. But, I will view asmr videos afterwards. umm maybe, maybe, but I'm not sure that I will, like, keep consuming this kind of videos, especially because I have a very bad experience with the second one.

Speaker 1 [00:14:13] Okay. All right. What was so bad with the second video?

Speaker 2 [00:14:24] It was too long. I didn't like the sounds, not at all the sounds that I don't like. It's like you put a pen on and you're scratching the table.

Speaker 1 [00:14:35] Yeah.

Speaker 2 [00:14:36] So the tingling, voices that I heard in the second video, I didn't like the visual aspect of the video. I was talking about dirt in the hands and I know that was the challenge or the message for the company because they were selling soap. But, I would not spend one minute watching dirt and having uncomfortable sounds for me to at the end see Oh, so this is about soap, I will definitely not buy this soap.

Speaker 1 [00:15:06] Okay.

Speaker 2 [00:15:06] Honest opinions.

Speaker 1 [00:15:09] All right. .

Speaker 2 [00:15:10] Actually yeah; I liked some videos, I didn't like some videos. So it's like, a breakdown.

Speaker 1 [00:15:23] Cool. okay now based on the lists of emotions I sent you, during the viewing can you maybe tell me what specific emotions, did you feel? It could be like a lot of emotions and maybe like changes in the emotional state throughout the advertisement.

Speaker 2 [00:16:40] In the second one I literally felt irritated, and annoyed, and disgust, and very bored. That was for the second one. For the last one I would say I was waiting to see what was going to happen I mean, but we can say that I was pleased at first, and it grabbed my attention. Maybe I felt some interests to see what's next and I admired how the start of the video was, but in the middle of the video, I was like kind of bored.

Speaker 1 [00:17:56] All right.

Speaker 2 [00:18:04] For the first one, I liked it because I felt like I was there. I felt like I was present in the moment. So how can I describe this? I was fulfilled, yes. And I was enthusiastic, because it was short, it was like boom, boom, boom. It was very short. And I liked how the ad was, it grabbed my attention, I felt like I was there present at the moment, especially with the sound and with the whispering, and I think, yeah, that was the overall experience and, the overall, emotions for the three videos.

Speaker 1 [00:18:59] All right nice, now I'm going to go to the next questions. Can you describe, the level of pleasure or displeasure you experienced, during watching the Asmr video and what specific elements of the advertisements made you feel that way?

Speaker 2 [00:19:34] I will start with the with the second one. I always start with it because that was like a very bad experience for me. I will never watch that ad again I was very displeased. Very, very, very and that was because of the sounds of the image as well. So it's combination between the what I'm seeing and what I am hearing. So, it was too long to just see that. Okay. That was about so.

The third one. I was pleased that first because it was very relaxing and I was just feeling my sentiments and my sensors cause I was like alert to see what's going on, so it was very relaxing. It was very peaceful at the same time. It was very good and chill. But it was in the middle. I kind of lost interests or I got a little bit bored, especially with the talking, and the whispering.

For the first one. It was a good experience too, because visually and with the sounds, I felt like I was there. I was feeling the experience. So I was I would definitely say that was pleasing

Speaker 1 [00:21:09] All right. So now we're going to move on to the next questions. Okay. Now we're going to be talking about excitement. So during the advertisement, did your level of excitement change? And can you maybe describe any moments where you felt particularly excited or calm?

Speaker 2 [00:22:00] I think for the first one yes. I felt like I didn't know what was going on. And I felt, like maybe at the end I was excited about the ad.

Speaker 2 [00:22:11] for the last one, even though, I was very calm. It was very pleasing, calm and relaxing at first, it grabbed my attention very, but it was too long and the story in the middle just was kind of I was kind of bored. I mean.

Speaker 1 [00:22:29] All right.

Speaker 2 [00:22:31] maybe if the focus was mainly on the same source, on the sentiments. Maybe it was shorter, maybe it would be better. But I was very calm and relaxed and it grabbed my attention. I like the video from the start, but in the middle no. For the second one, I was angry in the middle because I would not spend like a minute watching and hearing stuff that I don't like, and even by introducing, or visually presenting that the Washing, how the process of washing and removing the dirt, no, that was not pleasing. I was from bored, uncomfortable, disgusted to angry.

Speaker 1 [00:23:26] Okay. All right. Now moving on to the Next question. So, did any aspects of the advertisement made you feel particularly relaxed or stressed?

Speaker 2 [00:23:49] Relaxed?

Speaker 1 [00:23:51] Like, is there any aspects of the, of the advertisement that made you feel that way?

Speaker 2 [00:23:58] Yeah. Relaxed and calm. Yes. For the chocolate with the tapping on the chocolate and Yes, the whispering at first, But not at the end. And what was the second one?

Speaker 1 [00:24:15] The second question is did you feel like there were aspects of the ad that made you feel either particularly relaxed or stressed?

Speaker 2 [00:24:29] Yeah. The use of the color as I said, for the last one, the whites, and then the gold plus the sound used at first for the second one, I didn't like the visual aspect. The dirt, seeing the dirt on the hand, while preparing the meal. That was not a good experience. So I didn't like the visual and the sound.

Speaker 1 [00:24:55] Okay, moving on to the next question. How in control did you feel, during your experience with the asmr advertisement, like were there moments where you felt that the advertisement guided your emotions or reactions more than you expected?

Speaker 2 [00:25:23] Yes, that happened in the last one. The chocolate one. Because I felt like I was floating and kind of my control over seeing or hearing what's happening was kind of lost.

Speaker 1 [00:25:44] So you didn't have any control?

Speaker 2 [00:25:46] No, no, no, I didn't have control on the first part because yeah, the first thing it grabs my attention. And the second thing, the sound and the use of the whispering was very relaxing. So I was like, I just wanted to close my eyes and sleep, you know.

Speaker 1 [00:26:12] All right. And which elements made you feel that way ?

Speaker 2 [00:26:22] The hook, the use of the sounds like tapping on the chocolate and also the whispering. And I think that's it.

Speaker 1 [00:26:30] All right. Yeah.

Speaker 2 [00:26:32] The second part of it, the whispering was like, I don't know.

Speaker 1 [00:26:35] Okay. So now moving on to the next question. Did you find the Asmr advertisements enjoyable or irritating? can you explain why, what did you like and didn't like about it?

Speaker 2 [00:27:00] There are some, some experiences on some videos. It was, irritating. On some experiments it was good. As I mentioned before, I think I clearly say that, What was the question that it was irritating for the reason that I mentioned?

Speaker 1 [00:27:18] Yeah.

Speaker 2 [00:27:20] One was irritating. And the second one?

Speaker 1 [00:27:23] The second one was enjoyable.

Speaker 2 [00:27:26] Yeah, enjoyable on some parts it's not. I don't have like, an end to end pleasant experience. I can clearly say that I didn't not have an end to end, pleasant experience.

Speaker 1 [00:27:44] Okay. Moving on to the next questions. And this is about the perception of the Asmr triggers. So now I'm just going to explain to you, what is the Asmr triggers? So you have an idea of what I'm talking about. So the Asmr triggers are like a specific, stimuli that provoke the characteristic of the tingling sensation of the Asmr. These triggers, they can vary widely among individuals, but they commonly include Sounds like the whispering, the tapping, the crisp sounds, individual actions, that involve, careful, slow, deliberate movements, so in the context of advertising, these triggers are used to create a deep sense of calm and focus and, enhance the viewer's emotional connection to the advertisement. Okay. Do you have, like, an idea of What is the Asmr triggers now?

So, now we're just to move on to the next question. Were there any specific elements or triggers within the asmr advertisement that stood out to you? Can you maybe describe them?

Speaker 2 [00:29:09] the whispering and then tapping on the Chocolate.

Speaker 2 [00:29:16] The chocolate bar and the whispering.

Speaker 1 [00:29:20] And the whispering okay.

Speaker 1 [00:29:21] Yes.

Speaker 1 [00:29:22] Yeah. So those are the triggers that, stood out to you the most. Okay. And also, did you experience any tingling sensation when watching the advertisement.

Speaker 2 [00:29:36] Maybe on the last one. Yes, in the last one.

Speaker 1 [00:29:39] And, do you know where you felt it on your body?

Speaker 2 [00:29:43] No, I was like, as I said, it was like it was tingly but I felt like I was floating. This is the exact feeling that I got.

Speaker 1 [00:29:50] Okay. And do you know for how long did you feel the tingling sensation?

Speaker 2 [00:30:00] I would say the first 15 seconds, I mean, the first part of the video, Maybe 10s.

Speaker 1 [00:30:12] Okay. And that's for the chocolate ad?

Speaker 2 [00:30:16] Exactly.

Speaker 1 [00:30:17] All right. Was it continuous or was it intermittent?

Speaker 2 [00:30:24] I don't know because I didn't focus on the tingling. I mean, the overall experience is that I don't have a clear, honest answer to this question.

Speaker 1 [00:30:36] Okay.

Speaker 2 [00:30:37] Overall experience or sentiment, is that yes I was very calm and floating, but I could, I could use something else, but I cannot measure it in terms of time or if it was continuous or discontinuous.

Speaker 1 [00:30:53] Okay. Do you know, how strong was the tingling sensation? Was it very strong or no?

Speaker 2 [00:31:01] No, I don't think so.

Speaker 1 [00:31:02] No, not very strong. Okay. And, okay. Moving on to the next question. Which of these Asmr triggers in the advertisement did you find most effective in inducing the sensory and emotional response?

Speaker 2 [00:31:22] the last ones, like the tapping in the chocolate and the whispering.

Speaker 1 [00:31:32] Yeah. And can you describe the type and the intensity of the response?

Speaker 2 [00:31:42] Yeah. As as you said in the previous question, on some period I felt like I didn't have control.

Speaker 1 [00:31:49] Yeah, and do you think it was very intense or was it just a little bit.

Speaker 2 [00:31:59] Yeah. If you feel like you're losing control, then yes, I can say that it was kind of intense on the on a short period.

Speaker 1 [00:32:07] All right. Yeah. Okay. And. Okay. Were there any triggers that you find to be ineffective or unpleasant?

Speaker 2 [00:32:16] Yeah, yes yes yes, the whole triggers of the second video. Everything. Every single trigger and the trigger off the bottle, when she moved the bottle for the first video on the table, that was not pleasant as well.

Speaker 1 [00:32:55] Okay, moving on to the next question. How do you think your reaction to the Asmr triggers compares to the typical advertising methods?

Speaker 2 [00:33:15] It is different. It is quite different, but I can clearly say that I'm not a fan of these kind of ads. So okay, maybe a more creative ad Will be impactful than this one because sometimes I would like a product or service or something. But I feel like if they are misusing or they're using some triggers that I don't like, that would completely change my perspective vis a vis the products or how I feel about the brand. So this is kind of a deal breaker, because now I see safeguard, it is now also associated with a bad feeling.

Speaker 1 [00:34:20] Okay, now we're just going to have more questions regarding the brand attitude and the perception, so has your perception of the brand changed after watching the advertisements and in what way? If you can tell me about the three brands.

Speaker 2 [00:34:54] Yeah, well, I can say for the first one, since I'm not an alcoholic drinker. I don't drink beer, no comment for that.

For the second one safeguard for that experience, I would not buy this product.

For the last one Lindt, I know the brand, I like the sensation that it gave me all the first part of the video. So, it's kind of still the same feeling.

Speaker 1 [00:35:32] Okay. So you mean like the perception of the brand for the chocolate one didn't really change, right?

Speaker 2 [00:35:44] No, no, no, not at all, not at all.

Speaker 1 [00:35:45] And for safeguard?

Speaker 2 [00:35:50] To be honest, I don't use that brand, but as I mentioned if I'm in the supermarket and I want to buy soap, I would go with Detol than go with safeguard. Even if safeguard is cheaper.

Speaker 1 [00:36:04] You would not buy it ?

Speaker 2 [00:36:05] I would not buy it. Maybe If I don't have a choice and I really need soap and this is the only thing that I can buy then I would then buy it, but if I have a different choices, I would definitely drop safeguard.

Speaker 1 [00:36:28] Okay.

Speaker 2 [00:36:31] Yeah.

Speaker 1 [00:36:33] Okay. And, no more questions about the brand attitude and perception. Do you feel more connected to the brand after experiencing there asmr advertisement.

Speaker 2 [00:36:46] Nope. Nope. not at all.

Speaker 1 [00:36:48] And now how likely are you to purchase the product featured in a similar advertisement?

Speaker 2 [00:37:03] Well I'm only going to comment on the second and the last one, but I wouldn't buy the second one. And, I will still buy the lindt the chocolates.

Speaker 1 [00:37:13] Okay, interesting. Now we have just, a few more questions for you as a non regular Asmr viewer. Was this different from other advertising, forms you are familiar with? And how is it different.

Speaker 2 [00:37:38] Yeah, it was quite completely different because we've been watching ads our entire lives. Sometimes you have sports on ads, very creative, used differently. But not by using asmr, so I think from my point of view since I don't see that much kind of ads, nowadays, it is quite different.,It is new for me, but it was different in terms that sometimes I felt like the senses that I got from some experiences or from triggers have impacted me, but it was completely a different experience. Did I Like it or not? I don't have a clear answer to that yet because I cannot judge something that I have just seen, it's kind of a different type of ads or commercials than the other that I've been seeing in my entire life.

Speaker 1 [00:38:49] All right. The last two questions we're going to have for this interview and it's about the future preferences. So would you prefer more, advertisements to include asmr elements in the future and why or why not?

Speaker 2 [00:39:09] Well, I'm a person that is open to a different kind of things. I like to see diversity when it comes to things. So, I will let's say that was different for me, but I would love to see other use of the triggers on some products or some advertising, I had some pleasant experience and some that I didn't like. I would like to on Some triggers. It may have a direct impact on the purchase behavior, but as long as they are used efficiently, I'm talking about the timing, the use of the timing. I'm talking about if it's a long or short ad, I'm talking about, how is the story telling, the story of the ads is combined with the use of the triggers and everything. So yeah, I'm open to see different advertisements or commercials made with Asmr, just to see how this would perform on the purchase behavior on people, If they're going to change their perspective vis a vis the brands or not.

Speaker 1 [00:40:27] All right. And are there any specific type of products or brands that you think would benefit from the use of Asmr in their advertising?

Speaker 2 [00:40:42] I think, yes. But, mainly maybe it can be good for beauty brands. I would love to see, I'm curious to see how is asmr on the use on sports brand. If you're talking about sports, you're talking about different type of triggers.

Speaker 1 [00:41:16] What kind of sports?

Speaker 2 [00:41:21] Football or kickboxing, I Like brands like Nike, so I'm curious to see how for example Nike will use this asmr technique on their ads, I have nike the brand that I love, I love football, I love different type of sports. I'm talking about kickboxing, about a lot of stuff, maybe Adidas They can do a glove, I'm giving you ideas. But just to to summer up, I mean, yes, I would love to see, I'm curious to see how my favorite brands are going to use this techniques I'm talking about when I say, for example, beauty I'm talking also about perfumes. Yeah that was the answer.

Speaker 2 [00:42:10] Okay. Thank you so much for doing this with us and helping me do this interview I appreciate it.

Asmr non regular viewer 2

Speaker 1 [00:00:01] Okay, so, first you can watch, the videos. You can, stop the videos if there are any emotions that you felt and you want to share with me or any reaction, and then after watching all the videos, I will ask you a few questions.

Speaker 1 [00:00:41] The first one is for the ultra, right, the beer.

Speaker 2 Yes.

Watching the first video:

Speaker 2 [00:01:25] It's funny. I feel tingling sensation in my hands.

Speaker 1 [00:01:56] In your hands?

Speaker 2 [00:02:00] The left one specifically. Should I watch it again or only once?

Speaker 1 [00:02:07] No. One time. Then you can maybe move on to the other one. Just this once is enough and maybe you can, unless you feel like you want to watch it just in time. The second one is safeguard, right?

Watching the second video:

Speaker 2 [00:02:27] A bit Disgusting. Yeah. Disgusting. I never thought that this washing soap makes this sound

Speaker 1 [00:04:21] How do you find, the sound of the washing?

Speaker 2 [00:04:26] Yeah. Very interesting. I never heard this sound like this but a bit disgusting. Or annoying maybe. I don't know.

Watching the third video:

Speaker 1 [00:05:48] This video is pretty long, so you can, like, stop it every time to tell me your immediate reaction and what do you feel.

Speaker 2 [00:05:58], to start with the opening of the chocolate bar was so satisfying. I wish I could smell it

Speaker 1 [00:07:25] You could smell it?

Speaker 2 [00:07:27] I wish I could.
I like the chocolate snaps.
I'm done.

Speaker 1 [00:08:28] Okay, cool.

Speaker 2 [00:08:31] It felt like trying to taste Lindt from another perspective. Another angle.

Speaker 1 [00:08:43] Nice, nice. And, what was like your impression over the videos?

Speaker 2 [00:08:53] each one of them ?

Speaker 1 [00:08:55] Yes each one of them.

Speaker 2 [00:08:58] Yeah. I really liked the first one. I don't know, maybe it was more related to me with the sea, with the water, the freshness, cool and more calm.

The second one was a bit too disgusting for me. Especially when the food was put. That sound was like ughhh ugghh a bit slimy.

Speaker 1 [00:09:19] the stickiness?

Speaker 2 [00:09:23] Yeah. And the third one for me was like you try to taste something or present something very very differently.

Speaker 1 [00:09:33] Okay.

Speaker 2 [00:09:40] for the third video. I would like to just feel and hear the sound more than being, directed by the by another person.

Speaker 2 [00:09:55] For example, when she was opening the chocolate, she was saying it sounds like, you are opening and present, which wasn't really, accurate to me when I heard that I was like ah maybe? And then she starts saying the smell I got the envy that I want to smell it or taste it. It was more directed

Speaker 1 [00:10:20] Nice. So, now we'll move on to the questions and ask you a few questions about it. So, the first question is, what was your immediate reaction when you watched the Asmr advertisement?

Speaker 2 [00:10:50] Funny, I smiled. Especially the first one. That was my first reaction physically.

Speaker 1 [00:11:03] Nice. And during the viewing of those videos what specific emotions did you feel. And maybe did you see the pictures that I sent you. You think maybe refers to the pictures that I sent you.

Speaker 2 [00:11:23] The first one. The second?

Speaker 1 [00:11:26] Maybe the second one. And then later, the first one, you can see the second one and tell me, what specific emotions did you feel? And also, if you can describe any changes in your emotional state through the advertisements.

Speaker 2 [00:11:49] what I was feeling for the first video was more of a joyful sensation. Was also a bit ecstasy at some point especially for the water for me.

Speaker 1 [00:12:07] Yeah.

Speaker 2 [00:12:09] And it evoked childhood memories I don't know how but that's what happened in the first one.

The second one was more of a disgust feeling.

Speaker 2 [00:12:23] And at some point of the video I was more interested of the sound of the foam. I never thought that the sound of the foam sounds like that, and it was interesting at that moment. But after that I was amazed and disgusted at the same time.

Speaker 1 [00:12:46] Okay.

Speaker 2 [00:12:49] the third one, I would say Surprised for Sure. And joyful feeling with some curiosity also.

Speaker 1 [00:13:05] Can you also check the other picture and see if you can relate to any of the emotions.

Speaker 2 [00:13:12] Sure, anger.

Speaker 2 [00:13:38] Maybe the second video was a bit, nervous and tense in the category of fear.

Speaker 2 [00:13:54] In short, the quality of content is so peaceful, encouraged and joyful for the first video. And maybe thrilled for the second, that's it.

For the third one, I'm not really sure which feeling I should put on that.

Speaker 1 [00:14:49] It's okay. Now we can move on to the next question. So could you describe the level of pleasure or displeasure you experienced during the Asmr advertisements? Was it pleasurable or not pleasurable? And how strong was it?

Speaker 2 [00:15:31] I'm not the person that is used to watch a ASMR videos or google them. This experience was pretty interesting and it made me curious. It made me pay attention to sounds. But overall I would say with the first video it's 60% pleasurable.

Speaker 1 [00:15:57] Yeah. And which elements made you feel this way?

Speaker 2 [00:16:07] Sounds for sure mixed with the pictures especially the waves and the water I really enjoyed it. It was pleasurable.

Speaker 1 [00:16:19] And was there any displeasure?

Speaker 2 [00:16:24] In the first video, no I wouldn't say displeasure but maybe I liked more the natural sound of the water than the beer. But it wasn't really displeasure.

Speaker 1 [00:16:38] What about the tapping?

Speaker 2 [00:16:45] The tapping no, I'm not a fan of tapping.

Speaker 1 [00:16:47] Okay. What about the whispering?

Speaker 2 [00:16:52] Whispering is okay.

Speaker 1 [00:16:59] Okay. Cool. And what about the other two videos? Can you describe the level of pleasure and this pleasure.

Speaker 2 [00:17:08] I would say for the second video maybe 10% pleasure, and 90% displeasure

Speaker 2 [00:17:22] It was a bit, disgusting the sounds. The pleasure part is that it made me question more what other sounds sound like.

Speaker 1 [00:17:32] Yeah, maybe you're curious about it and which specific elements made you feel the displeasure.

Speaker 2 [00:17:45] When the sound of putting food was exactly like the sound of other things the person did. But that specific sound I can't listen to it.

Speaker 1 [00:17:58]. And what about the last video? Can you describe also the level of pleasure or displeasure?

Speaker 2 [00:18:10] Yes, I would say the level of pleasure was 50 or 60% like the first one. And what made me say this is the sound of the opening of the packaging was so pleasing and so nice. Also the snapping of the chocolate. and the displeasure I felt that I was more manipulated by the person.
Like you would smell this. You taste this. It sounds like this. I felt a bit like you should feel this.

Speaker 1 [00:18:59] All right. And moving on to the next questions. Did your level of excitement change? Like, were there any moments where you felt particularly excited or you felt like calm?

Speaker 2 [00:19:17] Yeah, I felt very excited about the first video. Not very for the second. And okay for the third.

Speaker 1 [00:19:30] And were there any moments where you felt calm?

Speaker 2 [00:19:37] Yes. In the first video, it was when the water came up and when the wave was flowing. For the second video was when the person was cleaning up her hands and drying them. And for the third one. I think when she was touching the foil, it was calm. And when she put the chocolate on the plate.

Speaker 1 [00:20:18] Okay. Did any aspects of the advertisements made you feel particularly relaxed or stressed?

Speaker 2 [00:20:32] So, about relax and stress. The first and the third videos were more of a relaxed feeling. And the second one was more stressful, but I wouldn't say stressful it was Anxious. Or No, not really. It's more of a negative vibe or feeling. I would put it as stress.

Speaker 1 [00:21:12] Yeah. All right. And, how in control did you feel during your experience with the Asmr advertistments? Were there any moments where you felt the advertisement guided your emotions or reactions more than you expected?

Speaker 2 [00:21:31] Yes for sure.

Speaker 1 [00:21:32] And do you remember when?

Speaker 2 [00:21:42] All of them. Three of them. Let's start with the second one. I would never imagine that the sound of food will annoy me so much. When you put the food would annoy me so much as I heard it.

Speaker 2 [00:22:04] Also I never felt that when you touch a leaf, they had banana leaves to put the rice. That was so nice. And it's a very nice moment.

Speaker 1 [00:22:17] You know it's a dish they have in the Philippines is very famous because the ad is from the Philippines. And I forgot the name because when I was there they, they put like a big table with like a lot of banana leaves and they put like lot of rice on top on the banana leaves. And there was a lot of meat and stuff.

Speaker 2 [00:22:36] That was a nice feeling actually that I forget that I had to add it to the others.

For the first one. I would never imagine that if I play with a bottle of beer would be so nice to hear. For the third one they made me feel very curious I would say. And to answer your question, yes they exceeded my thoughts.

Speaker 1 [00:23:14] So you were not in control? A lot of your emotions were being guided ?

Speaker 2 [00:23:21] I was shocked how I reacted. So Yeah Maybe.

Speaker 1 [00:23:26] Nice. So, next question. Did you find the Asmr advertisements, enjoyable or irritating? And can you explain why or what you like or didn't like about them?

Speaker 2 [00:23:45] Sure. For me, it was enjoyable and irritating. Enjoyable from the first video, let's say that was the best one for me. Irritating for the second and between enjoyable and irritated for the third. Yeah, because of, let's say the first one, the sound of the water. The second one was more for the disgusting sound. The third was as we say here in Romania not plus not minus.

Speaker 2 [00:24:30] But it's not the type of advertisement that I would like to see, for example. Because it requires so much, it takes so much of your attention. The sounds, the feeling. Everything is super mixed. So I would say it's one of the most irritating but unpleasant experience if I see it, it's like this once in a while.

Speaker 1 [00:24:57] Okay. So you think the first one maybe was enjoyable. Most of it. But the other ones they were not very enjoyable. Especially the second one.

Speaker 2 [00:25:12] Yes, specially the second one. The third one is okay.

Speaker 1 [00:25:14] Maybe enjoyable in some parts and irritating in some other parts.

Speaker 2 [00:25:20] Exactly.

Speaker 1 [00:25:21] Okay. So, now we move on to the next question about the Asmr triggers. So now I will explain to you briefly what the Asmr triggers are, they are specific stimuli that provoke the characteristic of the tingling sensation of the Asmr. So this triggers vary widely among individuals, but they commonly include sounds like the whispering, the tapping, the crisp sounds or some visual actions like, careful, slow, deliberate movements. In advertising, these triggers are used to create like a deep sense of calm and focus and, enhance the viewer's, emotional connection to the advertisement. Okay. So now, were there any specific elements or triggers from the one that I just mentioned to you, within the Asmr advertisement that stood out to you? And if you can describe them.

Speaker 2 [00:26:33] Yeah for sure. For the first video was the sound and the visual movement of the wave. Yeah, it was both sound and visuals. Or the second one is let's say the negative one was when the food was put and it had a sauce and the sound with the sauce was a bit disgusting, but at the same time from the, from the second video, when the banana was put on the table, that was very pleasurable. And I would say it was more of the sound. Yeah. Like it was more, some dominance than the view. For the third one The opening of the packaging an the snapping of the chocolate and when the chocolate was on the plate, that was more visual.

Speaker 1 [00:27:30] Okay. Okay. Nice. did you experience any tingling sensations when watching the Asmr advertisement?

Speaker 2 [00:27:43] the first one as I told you, It was in my left hand than the right one. That's the only Tingling sensation I felt

Speaker 1 [00:27:56] And. For how long?

Speaker 2 [00:28:01] I can't tell, but I would say a few seconds. Exactly when I said it.

Speaker 1 [00:28:06] Is it, was it, like, continuous? Or was it like intermittent?

Speaker 2 [00:28:14] It was continuous.

Speaker 1 [00:28:18] And can you say like how strong was it. Was it like very strong. Was it normal

Speaker 2 [00:28:27] I mean it was. Noticeable.

Speaker 1 [00:28:34] Noticeable, but not very strong.

Speaker 2 [00:28:38] Not very, very strong. Okay. But noticeable. I was put its medium.

Speaker 1 [00:28:42] Okay. Okay. So do you know, like. Next question. Which Asmr triggers in the advertisements did you find most effective in inducing the sensory or the emotional response?

Speaker 2 [00:29:03] For sure the sounds and the visuals. Yeah, I think they complement each other somehow.

Speaker 1 [00:29:12] But when you saying the sounds, you don't mean like the whispering or the tapping. Just the other noises.

Speaker 2 [00:29:19] Yeah. Exactly. The other noises that I don't pay attention to in my daily life. Whispering I can have my partner whispering sometimes or if I'm stressed I snap my fingers on the table, these are sounds that I usually hear. But the sounds that I don't hear they stood out more to me than the others.

Speaker 1 [00:29:46] Okay and can you describe the type and the intensity of the response that you had.

Speaker 2 [00:29:57] The tingling sensation?

Speaker 1 [00:29:59] Yeah Or the emotional response you felt overall.

Speaker 2 [00:30:03] Okay.

Speaker 1 [00:30:05] Like the intensity was very intense or was no.

Speaker 2 [00:30:10] Yeah, it was intense, but not very intense.

Speaker 2 [00:30:17] Sorry. Especially, I think in the second video I was in. Yeah. Very intense experience.

Speaker 1 [00:30:27] Okay. Were there, like, any triggers that you found, to be ineffective or unpleasant? Triggers the triggers like including the whispering, the tapping, the crisp noises...

Speaker 2 [00:30:49] I was about to speak about the whispering. I think that this time it was useless. It misguides you somehow. It doesn't that you live the experience as you want to or your body wants to. Specifically here, I'm referring to the third video.

So she says whatever she is experiencing or feeling it is, and it somehow it guides you as well. For example, as I told you, when she was open in the foil of the paper from the chocolates. For me it was like a present. But when she said it I started to relate maybe it sounds the same, you know. Yeah. So this is what I'm trying to say or when she says it smells or tastes like vanilla or all the ingredients that she mentioned. I wanted to, have that taste or smell or try it for myself.

Speaker 1 [00:32:15] Okay. So next question. How do you think your reaction to Asmr triggers compares to the typical advertising methods?

Speaker 2 [00:32:32] I don't know. What does it refer to? Typical advertising. Like old school?

Speaker 1 [00:32:39] No, just like, you know, normal advertising. Video advertising that doesn't include Asmr. Could be, any type of other advertising.

Speaker 2 [00:32:49] I think my reaction was that I had a lot of emotional moments. Yeah It's like you live something with the advertising, especially I had headphones and it was very high and it was noise cancellation as well. So I it was only me the sounds and the video.

Speaker 1 [00:33:16] Yeah. okay. So now next question, I'll ask you like, about the brand attitude and your perception. So has your perception of the brand changed after watching a similar advertisement?

Speaker 2 [00:33:40] Yeah.

Speaker 1 [00:33:42] Yeah. Yeah. Can you maybe say in what way did it change.

Speaker 2 [00:33:48] For example the first one was more if I want the feeling of ecstasy freshness, maybe I can purchase that beer. For the second one since I was so disgusted Maybe the soap at the end was a very good ending. And for the third one, I think that I experienced Lindt from another perspective. Which is very good.

Speaker 1 [00:34:25] Do you also feel like more connected to the brand after experiencing the Asmr advertisement?

Speaker 2 [00:34:33] I wouldn't say.

Speaker 1 [00:34:34] No. Not really. Okay. And, how likely are you now to purchase the product featured in the advertisement? You feel, for example, in, like in the store doing the groceries or whatever would you, purchase the product?

Speaker 2 [00:34:51] I would maybe try the beer for a drink or the chocolate.

Speaker 1 [00:35:01] Okay. All right. Okay. No. Almost done with the questions. This is like, just, a question since you're a non-regular Asmr viewer. Was this, experience, different from other advertising forms you are familiar with?

Speaker 2 [00:35:22] Yes. It is very different.

Speaker 1 [00:35:23] Yeah. How is it different?

Speaker 2 [00:35:28] The other Advertising techniques that I usually see or experience in my everyday life are more boring. They show you a product, someone is thirsty, they open the Cola and they drink it for example. I don't really relate to it, there's nothing involved for me in that as, as much as these videos that I watch right now. And also, it involves a lot of your emotional states.

Speaker 1 [00:36:06] Okay. And would you, would you prefer like, more advertisements to include Asmr elements in the future?

Speaker 2 [00:36:17] I think it would be a bit annoying to see them everywhere for me.

Speaker 1 [00:36:21] So you wouldn't prefer?

Speaker 2 [00:36:25] I would prefer, but not so much.

Speaker 1 [00:36:27] Not so much. Okay. Yes. Okay. And, are there like, any specific type of products or brands that you think they would benefit more from using Asmr in their ads?

Speaker 2 [00:36:44] From my experience for example, with my girlfriends. They usually like the sound of when they do make up, they open boxes and they really like this. But personally what I think. makeup products like skincare. Maybe food like barbecue sounds on fire, or nature as well can be good.

Speaker 1 [00:37:28] Okay I think we're done. Thank you so much.

Asmr non regular viewer 3

Speaker 1 [00:00:00] Okay. So first, just, we'll start with some general questions. And, just so I explain to you what is ASMR, it is autonomous sensory meridian response. It is a sensory phenomenon and is characterized by a pleasant, static like chicken and sensation on the skin, often starting from the scalp and potentially spreading to other parts of the body. This sensation is

typically induced by stimuli such as focused, precise, just like slow movements, with close personal attention, or some specific audio stimuli like whispering and chirping. It is associated with feelings of relaxation and well-being, and people seek out Asmr to help with relaxation and stress relief. So first I would like to ask, like, how familiar are you with Asmr content before participating in this study? Like, this could range from frequent interaction to none at all.

Speaker 2 [00:01:08] No. I've seen a lot of ASMR videos before on social media.

Speaker 1 [00:01:14] Are you, like, a regular ASMR consumer?

Speaker 2 [00:01:16] No I'm not

Speaker 1 [00:01:19] And can you describe the previous experiences you had with Asmr either in advertisement or in other, media?

Speaker 2 [00:01:32] I don't know, it didn't really interest me.

Speaker 1 [00:01:39] Yes. Okay, cool. So first I'm going to show you a couple of videos. And, while watching each video, you can watch the video if, you have a feeling, like an instance feeling or something, you can pause the video, you can tell me how you felt. And then after, each video, you can for each video, you can do the same. And at the end of each video, you can give me your overall impression and what you felt about, the Okay. Okay. You can now put on the speaker. We will start with the first one.

Speaker 2 [00:04:27] I hate when she's talking. I like the tapping in there, like the sounds of the beer, but I can't stand her talking in my head. Yeah, the tapping was nice, the tapping when she was opening it and she was pouring it was very satisfying. But the talking makes me very uncomfortable.

Speaker 1 [00:05:01] Okay. You know, see this thing in the video? Get ready for the second video.

Speaker 2 [00:05:39] The cutting is nice. But When she was touching the rice. It's so disgusting. The sound is so disgusting. And when she's putting the meat on the rice. I hate this oh no I hate this.

Speaker 1 [00:06:48] Why do you hate it?

Speaker 2 [00:06:50] I don't know, it makes me super uncomfortable.

Speaker 1 [00:06:55] What makes you uncomfortable?

Speaker 2 [00:06:57] Well, like she's washing her hands and it's like this sound like, I don't know, just the sound makes me uncomfortable. Like the soap on her hands.

Speaker 1 [00:07:15] But the cutting was nice?

Speaker 2 [00:07:17] The cutting, the tapping. It's nice. The cutting is satisfying . the sound of the water is nice. It's relaxing.

Speaker 1 [00:08:14] Okay so now that you're done, what was your overall impression.

Speaker 2 [00:08:20] You know, it was too much, the video made me like to stimulated. It was too many sounds. And most of them were making me uncomfortable. Just like specific ones were satisfying or relaxing. But then other parts made me like, like get shivers.

Speaker 1 [00:08:45] You feel tingling sensation?

Speaker 2 Yes

Speaker 1 Okay, now we're going to see the 3rd one

Speaker 2 [00:10:53] This is very nice.

Speaker 1 [00:11:45] Okay. What was your overall impression about this one?

Speaker 2 [00:11:51] I like the unpacking. It made me feel like I wanted to do it. I wanted to unpack it, and the sound was very nice, it was pleasant, but her smelling the chocolates, and chewing on it and whispering it made me very uncomfortable and ruined it.

Speaker 1 [00:12:23] Okay, Cool. So now I'm going to ask you, few questions about, overall experience and stuff. So the first question that I want to ask is that what was your immediate reaction when you watched the Asmr advertisement?

Speaker 2 [00:12:53] Like my first reaction?

Speaker 1 [00:12:54] Yeah. Immediate reaction. You can say for all the videos or for each video.

Speaker 2 [00:13:00] I feel kind of like like, I don't know, not stressed, but like, my body is like this because I actually don't like a some more. It makes me most of the time uncomfortable. So when I know I'm going to like, watch it or like if I know this is a small and I get like kind of stressed.

Speaker 1 [00:13:22] maybe anxious, no?

Speaker 2 [00:13:24] Yeah. Yeah.

Speaker 1 [00:13:27] your body gets stiff.

Speaker 2 [00:13:28] Yeah. I'm preparing myself to what I'm gonna hear. Because either it can be a bit relaxing or super uncomfortable.

Speaker 1 [00:13:41] And you will feel that for all the videos ?

Speaker 2 [00:13:43] Yeah. Because I didn't know what to expect.

Speaker 1 [00:13:47] And were there any things that you like during the watching of the videos?

Speaker 2 [00:13:55] Yeah I think like more like hard songs like tapping or like cutting.

Speaker 1 [00:14:04] So you prefer this one over the other sounds.

Speaker 2 [00:14:07] Like smooth or sounds that are more soft, like liquids. I like the water flow. But the soap, for example, or the chewing sounds, they're horrible.

Speaker 1 [00:14:25] Okay. So. you, also, you know, I want you to tell me, from this picture during the viewing, which emotions did you feel? I will show you a picture with a lot of emotions. And I also want you to describe if there's, like, any change in your emotional state through the ad. And did your emotions change while watching the ad. So based on this picture and all the emotions you can see here. Can you relate to any of those during watching the video. Maybe if you remember for each video what did you feel and how did it change?

Speaker 2 [00:15:17] Wait, the first video it was the annoyance.

Speaker 1 [00:15:25] Annoyance?

Speaker 2 [00:15:26] The moment she started talking, I felt annoyed because she was super close to me. It was like my personal space. And it's too intimate and I really don't like it. I also kind of felt like aggressiveness. It made me kind of aggressive. and when she was tapping and also like opening the beer and pouring the beer It was yeah More the good feelings. Like I was more optimistic I was kind of admiring. Yeah. Admiring.

Speaker 1 [00:16:13] And according to the in this picture. Is there any affects that you felt?

Speaker 2 [00:16:29] frustrated yeah in the beginning and irritated? Kind of nervous Also and tense. But with the tapping in the part that I liked I felt peaceful, Pleased, Kind of relieved because it also switched from like the horrible sound to the one that I enjoyed. So I my body also Got like stress relief.

Speaker 1 [00:17:15] What about the second one? The second video. You can remember the one from the washing the hands. Oh.

Speaker 2 [00:17:25] A lot of annoyance, Disgust. Kind of fear also, and aggressiveness. It was very unpleasant. Only the water floating.

Speaker 1 [00:17:50] How did you feel when the water was floating?

Speaker 2 [00:17:52] It was like a, like a little break from all the sensations and the bad thing going on. That was like the only good part.

Speaker 1 [00:18:05] Any other emotions that you can relate to.

Speaker 2 [00:18:16] Yeah. Frustrated, Nervous, tense, worried.

Speaker 1 [00:18:35] Any positive effect? It's okay if there's none of them.

Speaker 2 No.

Speaker 1 Can we can you do the same for the third video? If you remember the chocolate video.

Speaker 2 [00:18:51] Oh. Yeah. The first part is like when she was just tapping on the chocolate and the foil, and when she was touching it. The sound was very nice I was optimistic. Interested, because I felt like I wanted to take it away from her and do it myself because it was very, pleasant.

Speaker 1 [00:19:44] Any positive effects? Also from you?

Speaker 2 [00:19:49] I don't know. Passionate, kind of, Pleased, Optimistic, Relieved also.

Speaker 1 [00:20:01] And what made you feel his way?

Speaker 2 [00:20:03] The unpacking of the chocolate.

Speaker 1 [00:20:06] Okay.

Speaker 2 [00:20:07] Only that part.

Speaker 1 [00:20:08] Yeah. And, we there any negative effects.

Speaker 2 [00:20:13] Yeah. When she was, talking and chewing and smelling I was disgusted I was disgusted, I was uncomfortable. Annoyed.

Speaker 1 [00:20:29] Okay. And now we're going to move on to the next question. Could you describe the level of pleasure or displeasure you experienced during the advertisements, whether like, pleasurable or displeasurable? And which elements made you feel this way?

Speaker 2 [00:21:00] The. The parts where they talk or I don't know, I don't enjoy it. People making sounds during a summer, like. Like the talking or chewing or Smelling. I Thought that was super unpleasant. But I do like cutting the onion for example. It Was very satisfying. The water floating from the top when she was washing her hands. It was nice. And before when she was like putting the rice,I hated it, I really hated it.

Speaker 1 [00:21:51] And if you can describe the level of pleasure and displeasure, like if you could rate it for example, how would you rate it.

Speaker 2 [00:22:02] It was mostly unpleasant. It was very uncomfortable. I would not watch it if you didn't make me. I have no interest watching that.

Speaker 1 [00:22:13] Okay. And, during the advertisement, the level of excitement changed where there any moments where you felt particularly excited or gone?

Speaker 2 [00:22:25] Yeah. When they would stop talking and do something like with the beer, when she started tapping in and just pouring the beer. I felt relief because it was more it was relaxing. It was like I was finally enjoying the video.

Speaker 1 [00:22:49] Okay. Next question. So you said the moment where you felt calm was, when you when, she was tapping, cutting onions. Did you feel excited in other moments or no ?

Speaker 2 [00:23:13] In other moments, no.

Speaker 1 [00:23:14] Okay. Did any aspects of the advertisement made you feel, particularly relaxed or stressed?

Speaker 2 [00:23:30] The smelling one, for example, when she smelt the chocolate, or in the other one when she smelt the soap, I wanted to take off the headphones.

Speaker 1 [00:23:39] So you were feeling stressed.

Speaker 2 [00:23:40] Yeah. Very uncomfortable. I wanted to make it stop.

Speaker 2 [00:24:01] And for relaxed, think that beer on was too much satisfying.

Speaker 1 [00:24:07] What made you felt relaxed, which aspects and made you feel relaxed.

Speaker 2 [00:24:21] I don't know, it was just, a nice sound. When she was tapping it, she opened it. It didn't make me uncomfortable. It was like. It was nice.I felt my body was also giving up and being like, okay, this is fine. I enjoyed it.

Speaker 1 [00:24:38] So the next question is how in control did you feel during your experience with the Asmr ad, were you in control of your emotions or were there moments where the advertisement guided your emotions more than you expected.

Speaker 2 [00:24:58] Yeah. I didn't feel in control. That's why in the beginning of the videos, I was already tense. I felt tension because I know that a lot of things I really don't like. So my moods were changing a lot. I didn't have any control. That's why I don't like it.

Speaker 1 [00:25:16] And you don't like not having control of emotions? Okay. Were there any specific moments where you felt not in control if you can recall?

Speaker 2 [00:25:38] With the chocolate. For example, the lady like started like was whispering and talking about the chocolate and saying feel this. Like explaining. And it was too personal. I felt very uncomfortable. And when she was smelling it and when she was chewing it. And especially when the scene changed and you couldn't see the woman anymore but it was already like the title, but you still could hear her chewing. That was terrible.

Speaker 1 [00:26:20] And then you felt that you were not in control of your emotions and which emotions you were not in control of? How was your reaction. What did they make you feel.

Speaker 2 [00:26:37] I don't know, I felt that my patient was already gone. Because it was hard to listen to it, and she kept chewing and kept talking about it and kept smiling. And then I was like, okay, but she's going to stop at some point. I was so uncomfortable that I couldn't be invested any more.

Speaker 1 [00:27:06] Would you like? Would you say that you were irritated, for example?

Speaker 2 [00:27:11] Yeah. And I went from being paying attention to the video to just trying to watch it and stop because I was super irritating.

Speaker 1 [00:27:23] And overall, did you find those advertisements to be enjoyable or more irritating.

Speaker 2 [00:27:31] Irritating because even the nice parts, there were some. But I was feeling tension all the time because I didn't know what to expect. So in general I, I didn't enjoy it.

Speaker 1 [00:27:47] And what did you and didn't like about it that the.

Speaker 2 [00:27:52] They all were talking and it felt like there were in between my ears like in my head and being so close to me. I don't know why I didn't feel comfortable.

Speaker 1 [00:28:10] Okay. All right. Okay. Now, we'll move to the next post, and it's about, the perception of the Asmr triggers. First, I will explain what the is and what triggers are to you. And then I'm going to ask you a few questions about it. So the Asmr triggers are like some specific stimuli that provoke the characteristic of tingling sensation, of the Asmr, these triggers that can vary, among individuals, but they commonly include sounds like the whispering, the tapping, the crisp noises, and also some visual actions like, you know, careful, slow, deliberate movements and all that stuff. So those are like the common triggers that you have. And, in the Asmr videos, in the context of advertising, the triggers are used to create like a deep sense of calm and focus and, and also to enhance the viewer's, emotional connection to the advertisements. You have now an idea what it is.

Speaker 2 [00:29:21] Yeah, yeah.

Speaker 1 [00:29:22] So the first question is were there like any specific elements or triggers within the advertisement that stood out to you?

Speaker 2 [00:29:37] For example, when you mention like the slow careful movements. That is a trigger right.

Speaker 1 [00:29:46] Yeah.

Speaker 2 [00:29:47] So I hate that. That I didn't get it when I was watching it. But when you mentioned that I, I got like flashbacks from the video and it makes me very uncomfortable. I don't feel safe.

Speaker 1 [00:30:04] And what about the other ones. So this is the most one that stood out to you.

Speaker 2 [00:30:10] that and and whispering but in that like in a bad way.

Speaker 1 [00:30:15] In a bad way. Okay. Any triggers that stood out to you. But in a good way.

Speaker 2 [00:30:21] The tapping.

Speaker 1 [00:30:22] The tapping. Okay. can you describe how the tapping made you feel. Why did it stood out to you.

Speaker 2 [00:30:36] because I felt my body relaxing and I didn't feel tension in my body. they were pleasant. I was also more focused on what I'm seeing. Because I wanted to experience it fully. The sounds were nice. So I was also interested in seeing how they do it and keep watching.

Speaker 1 [00:31:09] Okay. did you experience any tingling sensation when watching the Asmr add and tingling? And if so, like, where did you feel it on your body?

Speaker 2 [00:31:28] I guess. Mostly here In my arms

Speaker 1 [00:31:30] in your skin ?

Speaker 2 [00:31:33] Yeah My skin. I felt in here. I even looked.

Speaker 1 [00:31:39] And For how long did you feel it?

Speaker 2 [00:31:46] I don't know, but it was the most intense the moment for example the sound switch from acceptable to me to very unpleasant. So, for example the washing when she was just putting soap. Or when she was smelling it was like a jumpscare. So I felt my body like very tingly and like very tense. And it lasted for The whole scene

Speaker 1 [00:32:22] And did you like it? Did you like like the sensation or No?

Speaker 2 [00:32:27] Oh no no no.

Speaker 1 [00:32:28] And how strong was it ?

Speaker 2 [00:32:30] The first moment the scene started, It was the strongest when I had to move a little bit to shake it off of me or something.

Speaker 1 [00:32:42] And was it continuous?

Speaker 2 [00:32:44] Yeah. It was less because like the jump scare I already got used to it. So it was Less Intense, but still very uncomfortable. And the longest the scene was still going on. I still felt uncomfortable, I didn't get used to it or something like it was getting worse.

Speaker 1 [00:33:06] It was continuous, It was not intermittent?

Speaker 2 [00:33:10] No.

Speaker 1 [00:33:11] Okay. Now to the next question, which is ASMR triggers in the advertisement did you find the most effective in inducing a sensory or emotional response?

Speaker 2 [00:33:37] I'm trying to remember the videos. There's. But like, good ?

Speaker 1 [00:33:42] Yes, good or bad, whatever you felt. But the one that you find most effective giving you a sensory or emotional reaction.

Speaker 2 [00:34:03] I think on the beer one. the First one that I watched. I think I had some emotional response when she was pouring the beer. Because I did enjoy the sound and I was very interested in what was happening. I liked it a lot. I wanted to also do it myself or be in that situation.

Speaker 1 [00:34:43] Okay. And can you describe like the type and intensity of the response. Like how was the response? What did you feel?

Speaker 2 [00:35:05] I don't know. I felt like it kind of reminded me of summer or something. And it reminded me of something that I also like to do, you know. It gave me good flashbacks or something like in the summer you would like open your beer and sit in the evening and so pleasant. So yeah it was like Unlocking memories or something taking me come back.

Speaker 1 [00:35:33] And was there any triggers that, you found to be ineffective or unpleasant.

Speaker 2 [00:35:40] Yeah. The whispering. It just ruined it for me. I, I really hated it. I thought that they werereally trying to annoy me. Like they were trying to make sure that I won't buy the chocolate or the soap. And When she was smelling it.

Speaker 1 [00:36:03] so you said the triggers that you found unpleasant are the whispering.

Speaker 2 [00:36:09] Yes.

Speaker 1 [00:36:10] Any other ones.

Speaker 2 [00:36:11] Chewing, smelling.

Speaker 1 [00:36:17] So what about the slow movements.

Speaker 2 [00:36:21] Oh Those Yeah. I felt like I don't trust the person. I felt like they were like not trustworthy. It didn't convince me. It didn't make me feel comfortable with that person. I didn't want to keep watching.

Speaker 1 [00:36:41]All right. So how do you think your reaction to those, Asmr ad? Compares or how different it is from the typical advertising methods, The normal that you see.

Speaker 2 [00:37:09] I mean, the sounds that I did enjoy in Asmr were getting my attention. I wanted to keep watching the first video with the beer, for example. I was more intrigued, and it was more I felt like personal. I felt like they were, doing something that might be interesting for me. And the normal ones are more like I wouldn't be that bothered by them or something.

Speaker 1 [00:37:50] Okay. And how do you think those similar triggers are different or compares to the typical advertising and like videos? Like, if you try to compare between the Asmr ads and the normal ads you usually see, either on TV or social media.

Speaker 2 [00:38:15] Well, the thing is, I only like specific things about a ASMR, so if they would show me a video of someone just talking about something. Then I would skip super fast if they would show me the same thing but talking normally and not like there were in my brain, then I can keep watching.

Speaker 1 [00:38:37] Okay.

Speaker 2 [00:38:37] But like if they start like tapping and they don't speak, they don't chew, they don't drink it, they just show the beer if that's ASMR. And I'm going to be like, oooh, That's it.

Speaker 1 [00:38:53] Nice. So now I'm going to ask you about like, the brand attitude and your perception. Has your perception of the brand changed after watching the Asmr advertisements and in what way? If it changed? If your perception has changed. Like how you see the brand. Did it change after watching a similar ad or no?

Speaker 2 [00:39:21] Yeah, but not in a good way. they caught my attention. So I feel like that you know that's good for them. But I don't know, Overall, it's pretty negative to me. It's like I'm out of my comfort zone. That's why it's like catching my attention, but also making me remember that it's not pleasant.

Speaker 1 [00:39:55] Okay. And, do you feel more connected to the brand after experiencing the ASMR ad or Not really?

Speaker 2 No

Speaker 1 And how likely are you now to purchase the product in the ad, would you buy it if you see it in store and you want to buy chocolate or soap.

Speaker 2 [00:40:18] Yeah I'm kind of intrigued. I'm still in.

Speaker 1 [00:40:21] Dream. So you still want to buy the products even though you didn't enjoy the advertisement so much? Or if you see the products, you would be like not buying this product.

Speaker 2 [00:40:32] I would, to be honest, if I saw the chocolate, for example, I would be like, oh, this girl was like talking and chewing on the chocolate. But she did say that it's thin. And when she was biting it, and the chocolate was breaking, I was intrigued and when she was showing it, for example, I was really into that. So I would probably do buy it to seeing what she was talking about.

Speaker 1 [00:41:00] Okay. So this is a question since you're non regular Asmr viewer was this experience like watching those Asmr ad different from the other advertising forms and from the other advertising videos you're familiar with? And if it was different, how was how different was it?

Speaker 2 [00:41:27] It made me feel more things. There. There were good or bad. It made me feel something in me, like my body have a reaction or it made me twitch. Or on the other hand, it made me feel relieved. And so I feel like they triggered me in some way.

Speaker 1 [00:41:52] Okay. And in the future, would you like prefer more advertisements to include Asmr elements.

Speaker 2 [00:42:01] Not if they chew.

Speaker 1 [00:42:02] Not if they chew. So you would like them to, include Asmr elements, but only the ones that you like.

Speaker 2 [00:42:11] Yeah.

Speaker 1 [00:42:12] Like the tapping . And why?

Speaker 2 [00:42:16] And because it's like, hypnotizing. It makes me relaxed and it feels so satisfying that I would keep watching.

Speaker 1 [00:42:26] And do you think there are any specific, type of products or brand that would benefit from using Asmr in their ads?

Speaker 2 [00:42:50] For me If someone would have to do ASMA, it has to be something with harsh ,Sounds like the knife was nice or the beer.

Speaker 1 [00:43:06] maybe food or beverages?

Speaker 2 [00:43:10] yeah, food, but then they're going to eat it.

Speaker 1 [00:43:17] Beverages, Drinks ?

Speaker 2 [00:43:24] I don't know.

Speaker 1 [00:43:28] You don't have any idea?

Speaker 2 [00:43:29] I don't Know

Speaker 1 [00:43:30] It's okay.

Speaker 2 [00:43:31] It depends what they do. It can be anything for me. As long as they just don't talk or whisper.

Speaker 1 [00:43:40] And do you know which products would you like to hear More videos with Asmr triggers but with the one that you like.

Speaker 2 [00:43:57] I don't know. I like, for example, clothes, so they would make a video of Folding them or something like nicely putting them on andshowing them off. That would be nice.

Speaker 1 [00:44:12] Okay. So anything like clothing.

Speaker 2 [00:44:14] Yeah. but like the soap one for example No. it's too much liquid. Or shoes If someone walks on rocks oooh that would be nice

Speaker 1 [00:44:29]. So you like more the crisp sounds.

Speaker 2 Yeah

Speaker 1 But you don't really like the stickiness and with the food and the rice

Speaker 2 No

Speaker 1 Okay. So I think that was it. That was the last question. And we are done with our interview.

Asmr non regular viewer 4

Speaker 1 [00:00:00] Okay, so, first, I just would like to ask you, a few questions. I will start by, explaining what is Asmr just so that you have an idea. Right. You can also follow with me in the document that I sent you before. So Asmr is autonomous sensory meridian response. It's, sensory phenomenon that is, characterized by, like, pleasant and static like tingling sensation on the skin. It's often starting, like, from the scalp and then, spreading to other parts of the body. The, this sensation is induced by stimuli such as, like, focused, precise, just like slow movement, you know, and, close personal attention or some specific audio, like the whispering, the tapping, the crisp noises, you know, that they use, it is, associated with feelings of relaxation and well-being because some people like to, listen to Asmr videos because it makes them feel relaxed and calm, and then they like the sounds and. And people often seek out Asmr to help with relaxation and stress relief. So first, how familiar are you with Asmr content before participating in this study? Do you have a frequent interaction or no ?

Speaker 2 [00:01:38] I wouldn't say frequent, but I love to watch skincare.

Speaker 1 [00:01:42] Do you like skincare videos?

Speaker 2 [00:01:48] sometimes they just tap on the product and when they Show, and then when they pour you hear the noise and stuff. without talking they are just showi,g the product.

Speaker 1 [00:01:57] And do you know, how much you watch those, videos, like, per week or.

Speaker 2 [00:02:06] I would say 2 to 3 times a week.

Speaker 1 [00:02:09] 2 or 3 times a week. So for example, you would like you would consider yourself, a regular Asmr content viewer.

Speaker 2 [00:02:19] I wouldn't say regular because I usually find it a bit boring after 1 or 2 videos. Then I get out of Instagram and watch other videos so I don't have it in my algorithm.

Speaker 1 [00:02:32] Okay. So you're a non regular You just come across to it a few times on your social media and You watch it.

Speaker 2 [00:02:42] When I come across to it then I look at it. But then I don't want too much because it gets pretty boring.

Speaker 1 [00:02:49] Can you describe the previous experiences you had with Asmr, in advertising or other media? And how was it?

Speaker 2 [00:02:59] I enjoyed it, but not Too many so if I watch one I'm like that's cool and I watch 2 and I'm like okay then I get reallyi don't know if it's overwhelmed but bored easily then I just change and watch another type of videos.

Speaker 1 [00:03:16] All right. So first, you can you see like the first three links in the documents you have like one for, Michelob Ultra, another one for safeguards and lint. Chocolate. Why do you want me to copy the link for you and send it to you in this chat?

Speaker 2 [00:03:40] No.

Speaker 1 [00:03:41] Okay. So first, I'm just going to explain what you're going to do. We you going to start, like, watching the videos. And if you have, like, any feeling, any sensation you get from the first video, for example, you can pause the video, you can tell me how you feel, and then you can keep on watching. And maybe after, finishing watching the video, you can give me your

overall, impression on it. And yeah, we can do that for the for the second and the third videos as well. And then later, I'm just going to ask you a few questions about it.

Speaker 2 [00:04:22] Okay. Just tell me which one it is.

Speaker 1 [00:04:27] Is it like the there's like a video, a 45 second video. It has like, like a million views or something. So first let me know when you start watching. And yeah, as I said, if you have any feelings, emotions, something you want to say, you can just pause the video, let me know and then give me an impression of each video. Okay.

Speaker 2 [00:05:57] Okay. The first image went too fast. Okay. I didn't like when she was talking because I feel like it's too intimate and it makes me very awkward, But I love when she's touching the bottle. Okay nice sound on the table. I like every part, from like the beer itself, but not when she's speaking.

Speaker 1 [00:06:50] Okay.

Speaker 2 [00:06:51] So I don't like Her voice. I think it's very disturbing and awkward. But when she touches the bottles, when she opens it and we see the waves, I like it. And then when she pours it, it makes me remember when I'm on the terrace hacing a beer or something. Overall I liked, touchng really the beer part, but not the woman part. It's not something that pleases me.

Speaker 1 [00:07:25] Why don't you like it? How does it make you feel to be talking?.

Speaker 2 [00:07:31] Awkward Yeah. I don't like it , it's too intimate. It makes me feel Awkward and not good.

Speaker 1 [00:07:43] Okay. Now maybe you can watch the second video.

Speaker 2 [00:07:46] Yeah.

Speaker 1 [00:07:49] Also saying if you have any feelings emotions, you can pause the video, let me know.

Speaker 2 [00:07:54] Okay, I like the touching, but not when the thing is wet.I feel like the sound is too much and it's not appreciable because when you touch something you don't hear it that much.

Speaker 1 [00:08:43] Okay.

Speaker 2 [00:08:55] I like everything that is touching when it's hard, but when it's wet? I don't like it.

Speaker 1 [00:09:01] You mean when it's like a bit sticky.

Speaker 2 [00:09:05] Yeah, when she puts the chicken on the rice. And I don't like the noise, I like it better when you touch hard.

Speaker 1 [00:09:14] Okay.

Speaker 2 [00:09:23] laying on the board and stuff and touching the hard stuff It's okay, but the wet sound doesn't give me any good feeling. I don't appreciate it, and I'm not like, oh keep going. And when the water is pouring I like it but when she starts washing her hands I don't like the sound.

Speaker 1 [00:09:42] You don't like the sound of the washing.

Speaker 2 [00:09:45] No. Just the water itself It's good.

Speaker 1 [00:09:48] But the sound of the washing you didn't really like it.

Speaker 2 [00:09:52] No I don't feel like it's, relaxing or that it makes me want to keep hearing it.

Speaker 1 [00:09:59] How does it make you feel?

Speaker 2 [00:10:02] I don't know it's like too detailed. It's a bit a bit frustrating because usually when I do it, I don't hear it that strongly I think. That's a bit disturbing. Okay.

Speaker 1 [00:10:20] did you finish watching the video ?

Speaker 2 [00:10:23] No.

Speaker 1 [00:10:23] No not yet.

Speaker 2 [00:10:54] I honestly don't know how this can be relaxing because you're just like the crippling of the foam and it's really not nice. It doesn't make me relax at all. It makes me feel like uugh.

Speaker 2 [00:11:27] I finished the video. So yeah, I don't find it relaxing at all, because first of all the noises are too loud. When it's hard I feel like the noises are softer, but when it's wet, and she's with the foam it's too detailed. And that's not the kind of sound that I'm used to hear. So, it doesn't make me relax, t's just inconvenient for me because I feel it's too loud. So I don't like it.

Speaker 1 [00:12:21] Interesting. Yeah. Now we can maybe watch the third video.

Speaker 2 [00:12:26] Yeah. Which one is it?

Speaker 1 [00:12:30] Lindt Chocolate. You have. You have the link in the in the document and also in the chat if you want.

Speaker 2 [00:12:41] It's starting. Again, I don't like the girl talking, it makes me really uncomfortable

Speaker 2 [00:12:57] Let's see with the bar chocolate. Okay like when she opens it makes me feel like I'm eating the chocolate. Like it's nice. Oh, that was nice when she ripped the aluminum. Okay when she plays with the beans, I could watch that all over again. She plays with chocolate I love it.

Speaker 1 [00:15:21] Why do you love it?

Speaker 2 [00:15:24] I think I like all of the deep sounds. It's almost done and I'll give feedback. I like every deep sound that is like low in notes, so when she's playing with the beans I could listen to it for a very long time, for me, it's very relaxing. But when she's speaking, I feel it's too high and detailed, It's too loud and It makes me uncomfortable. When she's playing with the paper, I don't mind it, but my favorite part is when the sounds are low and not tpp intense, the sounds are more relaxing because they're soft and they're not coming to cripple in my ear. They are just sounds that are around that I could just, like, enjoy and imagine that I'm doing it.

Speaker 1 [00:16:29] And they're not too intense.

Speaker 2 [00:16:31] No, Exactly. I think that's the ones I like better. Like when you're putting a box of cardboard. Playing with the beads and not sounds that are coming to like cripple in your ear, like krr krr krr. That makes me relaxing in ASME.

Speaker 1 [00:16:54] So you feel more the crisp noises and the tapping.

Speaker 2 [00:16:59] I think it's more like lowering the notes if you take. Yeah. When it's low in the notes it's relaxing. But when it gets higher it's like uuuuh. It makes me tensed a bit and not comfortable with these noises.

Speaker 1 [00:17:22] Interesting. So first I'm just gonna ask you a few questions about, your reaction and your emotional response to the Asmr ads. So the first question is like what was your immediate reaction when you watched the Asmr ad?

Speaker 2 [00:17:44] Which one?

Speaker 1 [00:17:45] You can say for all of them for example.

Speaker 2 [00:17:53] I didn't expect them to be like that.

Speaker 1 [00:17:57] How did you expect them to be?

Speaker 2 [00:17:59] I thought it would be less detailed in the audio. I think it's too detailed and it's not sounds that we used to hear in the normal life, because it's Amplified, and so I was a bit surprised.

Speaker 1 [00:18:19] Okay. And that was for all the videos?

Speaker 2 [00:18:24] All of them. Because what I watch is more, I think for the eyes. So I see people opening stuff, manipulating them. But here it's really just on the sounds, and I feel like it's for me personally overwhelming, because the sounds are too loud and too detailed and I'm not used to hearing them like that in the real life.

Speaker 1 [00:18:48] So. During the viewing of the ads. Which specific emotions did you feel? And if you can also describe any change in your emotional state through the advertisements. You can maybe, check the pictures I sent you, like, the one with the positive and negative effect and the other one, and see if there's, any specific, emotions you felt from that. And also, how did it change?

Speaker 2 [00:19:31] So when people were speaking in the Mic. In the first and third videos I was a bit frustrated, because when they speak it's too close from the mic. And I feel like they're whispering in my ears it's too intimate. So that was really. How do you describe it? It's not disgust, but it's a similar feeling to disgust. Like uuugh stop stop talking. That's like uugh.

Speaker 1 [00:20:13] Maybe annoyed or anxious?

Speaker 2 [00:20:16] Maybe annoyed, more annoyed I would say. Yeah, I wouldn't say that it's fear or anything, not worried, but I was just waiting for it to end.

Speaker 1 [00:20:48] Okay.

Speaker 2 [00:20:50] Maybe yeah a bit nervous. It was making me uncomfortable I would say. When they were the noises that I didn't like; but when I liked them, it was really first of all relaxing. And serenity I would say. Because I feel like these sounds are in my comfort zone.

They're the ones that I like to hear and that I hear on a daily basis. Just playing with the coffee beans, I could do it, and I could enjoy doing it. An. I would say, fulfilled yeah. because that's the noise I can hear, and be like oh okay nice. Now it's like I can enjoy the video because that's what I hear, what I like. And it was really shifting a lot through high notes and low notes and depending on what they were doing. And also I have a thing with water I love to hear like water dripping, like flowing. And the washing hands video I didn't particularly enjoy the moment with the foam because I feel like that was too detailed and I was a bit anxious. But when the water was coming, I liked this noise. So I was like That's relaxing that serenity.

Speaker 1 [00:22:41] Okay, nice. So, we move on to the next question. Can you, like, describe the level of pleasure or, displeasure you experienced during the Asmr? And what specific elements made you feel this way?

Speaker 2 [00:23:09] Okay, Pleasure for sure. The low notes with beans, when she cut the chocolate, when she opened the cardboard, when she was touching the bottle of beer with her nails. More softer tones. And what I really, really didn't like was when they were speaking. And when the notes were too high.

Speaker 1 [00:23:33] And if you could for example read the pleasure and displeasure. How would you rate it.

Speaker 2 [00:23:41] nine out of ten.

Speaker 1 [00:23:43] Pleasure.

Speaker 2 [00:23:44] Pleasure, I really liked it. And, I can tolerate it, so it would be a two out of ten for when they were speaking, because I feel like it didn't add anything to the video In term of the sounds that I particularly like. I would have preferred if she was just unboxing the thing and not talking.

Speaker 1 [00:24:05] Okay cool. And during the advertisement did your level of excitement change. Like were there any moments where you felt particularly excited or calm.

Speaker 2 [00:24:20] Yes. When the chocolate on, when she reached into the print with the sounds that I really liked, I was like, oh, it's getting good.

Speaker 1 [00:24:29] And you were excited about it ?

Speaker 2 [00:24:31] Yeah and then the excitement went back because she stopped doing it, then she started talking. So I was like I wish it could have kept going on the notes that I like, so it was a bit up and down. And same for the beer and the food videos. it was always on like the part, and then she was changing to part that I didn't like.

Speaker 1 [00:24:52] And were there any moments where you were feeling calm?

Speaker 2 [00:24:57] Yeah. When she was playing with the coffee beans.

Speaker 1 [00:25:03] So now moving on to the next questions. Did any aspects of the Asmr ad make you feel particularly relaxed or stressed?

Speaker 2 [00:25:18] Yeah. Stressed one when they were talking. And when the notes were too high. I think it was more anxious than stressed. but the feeling in my body was just oh make it stop. I'm watching it until the end. But yeah if I was on Instagram, I would be swiping, I don't like it.

Speaker 1 [00:25:41] Okay. Okay. And any moments where you felt relaxed.

Speaker 2 [00:25:45] Yeah. Of course, when, she was pouring the beer and the bottle stuff. That I was like aaah , and automatically I feel better when I like the sound.

Speaker 1 [00:25:59] Now to the next question. How in control did you feel during your experience with the Asmr. And like were there any moments where you felt like the ad guided your emotions or reactions more than you expected?

Speaker 2 [00:26:17] Yeah, the chocolate one. I almost got a little bit the feeling on the skin. When she was opening it, I was a bit surprised because, she was speaking at first I was like yeah it's not going to do anything. And then I was like, I actually enjoy when she's unboxing the chocolate.

Speaker 1 [00:26:35] So you would say in those moments you were not in control of your, emotions or reaction. They were more guiding you.

Speaker 2 [00:26:44] Yeah. Yeah. My body just reacted to the video, and I didn't think it would.

Speaker 1 [00:26:50] Okay, all right. And overall, were you in control of your feelings or no?

Speaker 2 [00:26:57] I would say yes because I didn't particularly enjoy it. So I wasn't letting myself get guided through the videos, just like umm a bit crisp, a bit tensed waiting for it to to pass.

Speaker 1 [00:27:23] Did you find the Asmr ad enjoyable or irritating?

Speaker 2 [00:27:30] A bit of a mix of both, when they were speaking, I would say really irritating because I don't think their voice adds anything. You can just use the product itself, and it would be a good commercial. But also yeah it was nice though when they were showing the product itself. I think a bit of both.

Speaker 1 [00:27:57] So now we will move on to another part, just like the perception of the Asmr triggers. So first I will explain to you what are the Asmr triggers and then ask you a few questions about it. So Asmr triggers are like specific stimuli that provoke the characteristic of the tingling sensation of the Asmr. So these triggers, they can vary among like individuals, and they commonly include sounds like the whispering, the tapping, the crisp sounds and also, visual actions like the careful, slow movements, you know, and in the context of advertising, these triggers are used to create a deep sense of calm and focus and, potentially enhancing the viewer's, emotional connection to the advertisement. Do you have an idea about these like four triggers that I mentioned, like, whispering, tapping, crisp sounds and also the slow.

Speaker 2 [00:29:15] I didn't know that it was also visual. Because I feel like for me, the most important one is the visual one. And I didn't think it was ASMR. I thought it was more like just listening.

Speaker 1 [00:29:33] Well actually also the slow careful movements are also considered as one of the Asmr triggers including the sounds as well too.
So first question is were there like any specific elements or triggers within the Asmr ad that like really stood out to you? Can you please describe them.

Speaker 2 [00:29:57] The tapping with the nails on the stuff, that I love. And then when they're manipulating the objects but hard objects. And also the visual because when they're touching the product. I think that's the trigger that gets to me the most is always the visual, not particularly the

sound because it makes me very quickly in discomfort. But the visual is always too nice for me. I could watch a lot of videos without sound and just be absorbed by it.

Speaker 1 [00:30:38] Okay, so you feel more immersed?

Speaker 2 [00:30:44] Yeah. To me, the visual is everything, more than the sound.

Speaker 1 [00:30:48] And did you experience any tingling sensation while watching the ad?

Speaker 2 [00:30:54] Yeah, a little bit when she was unboxing the chocolate.

Speaker 1 [00:30:58] And was it like continuous or intermittent?

Speaker 2 [00:31:03] It was a little bit on the arms and then she spoke. It stopped. So I would say intermittent.

Speaker 1 [00:31:08] You felt it on the arms, like on your skin. And how strong was it?

Speaker 2 [00:31:15] It was pretty light, but I was quite surprised because I didn't expect to have a body reaction to it. But it wasn't too strong. I wasn't like oh but I could still feel a bit absorbed by it.

Speaker 1 [00:31:32] And it was just for the short period like few seconds. and just one time.

Speaker 2 [00:31:39] I would say 10s. When she was unboxing and playing with aluminium and opening.

Speaker 1 [00:31:45] So it was continuous for 10s, but then it stopped.

Speaker 2 [00:31:50] Yeah, it wasn't the entire time. it was one moment. It was when she started to like, opening.

Speaker 1 [00:31:55] And, which Asmr triggers, in the ad, did you find, like, most effective in inducing the sensory and emotional response?

Speaker 2 [00:32:13] I think for me it's a negative way. But, speaking like whispering was the one that got the most reaction. I didn't like it but really hard. Sometimes I think it was the most present one but it wasn't a positive reaction. So I don't know if you need something else.

Speaker 1 [00:32:32] Can you maybe describe the intensity and the type of the response you got.

Speaker 2 [00:32:38]. Yeah it's anxiety coming in the upper body, And then you know that's an uncomfortable I want to make it stop you know It's too intense that I have to stop the video. It's just in a way that I can't feel it that I don't like it.

Speaker 1 [00:33:01] So yeah I think then this question is also very similar. Were there any triggers that you find to be ineffective or unpleasant?

Speaker 2 [00:33:13] Yeah. It's the whispering.

Speaker 1 [00:33:15] And how do you think your reaction to Asmr triggers, compares to the typical advertising, videos and methods?

Speaker 2 [00:33:27] In what way?

Speaker 1 [00:33:28] How is your reaction to those triggers different from your reaction to normal, advertising, videos?

Speaker 2 [00:33:40] Usually I feel like with these videos I'm overstimulated. So I react much more about it than when it's a normal ad, I wouldn't be that stimulated, It would pass on and not feel too many emotions. But here everything is amplified and so my reactions in a result are also amplified.

Speaker 1 [00:34:06] Now I'm going to ask you, a few more questions about the brand attitude and your perception. So has your perception of the brand changed after watching the Asmr ad and in what way?

Speaker 2 [00:34:23] Actually yes because to me I understand with the beer that when you pour beer, the crispy sound, etc.. I can and that is like selling beer for me. But Lindt was like high end chocolate, a bit classy. And having the woman whisper like that, it took out a little bit the Classiness and I felt like it was a bit unnecessary, because when you eat chocolate you're expecting the taste you're not expecting the cutting of the chocolate. And so to me it wasn't a good advertisement for the brand which is supposed to be some kind. I know they used a video one when they're like pouring the chocolates in the advertisement. And I feel like that was better that when they had the woman talking and cutting it, it doesn't really add to the product.

Speaker 1 [00:35:17] And do you feel more connected to the brand of your experience in the Asmr ad?

Speaker 2 [00:35:24] I wouldn't say connected, but for example, it could make me want to drink a good beer on the terrace.

Speaker 1 [00:35:34] And how likely are you now to purchase the product featured in the Asmr ad?

Speaker 2 [00:35:44] I don't necessarily know them, but yeah, I could buy a beer because of the beer advertisement, because I think it was well done and the sound is just good. But with the two other brands, I wouldn't buy them.

Speaker 1 [00:36:02] Yeah. Let's say, for example, you're in a store and you just see them on the shelf. Would you maybe buy the products or you wouldn't.

Speaker 2 [00:36:11] Not really, because also if the woman was just showing for example, the smell maybe I would have been like Oh I saw that the smell was like that, I really want to try it, but here it was more like looking at the product and it didn't really attract me anymore.

Speaker 1 [00:36:35] So this question since you're like a non-regular Asmr viewer, was this experience different from the other advertising forms you are familiar with? And how was it different?

Speaker 2 [00:36:51] Yeah, to me, it wasn't that much of an advertising. It was more for people who really enjoy those videos to have one more video to watch. But if for example, it's on T.V. I wouldn't think that it's a good advertisement I wouldn't buy the thing, because I know for example Coca-Cola, they already have the pouring with the ice cube and I remember when I'm on the terrace drinking Coca Cola. So I think some are well working but it wouldn't push me to buy it. I like it better when their advertisements are catchy and I have a song in my mind.

Speaker 1 [00:37:38] Okay, cool. And, would you prefer more advertisements to include Asmr elements in the future?

Speaker 2 [00:37:45] I think the visual ones. Because opening the packaging and manipulating the product I think are nice, but not the sound ones. I think it's overstimulating for just people watching T.V..

Speaker 1 [00:38:01] And do you think is there any specific types of products or brands that would benefit from using Asmr in their ads?

Speaker 2 [00:38:11] I think the food ones.

Speaker 1 [00:38:12] Food ones. Yeah.

Speaker 2 [00:38:14] Because if I see someone eating I'm like yeah I want to eat that. But if it's a t shirt, the fact that you're touching the fabric of the t-shirt I'm going to be like oh I want to buy that t shirt. I think it's more for like yeah food and beauty products. So creams and oils and stuff like that. But maybe you might be also in a car, you know, touching the inside of the car that you like.

Speaker 1 [00:38:45] Yeah Like that famous video. I don't know if you've seen it or know, like an Asmr video of a rolls Royce or a mercedez?

Speaker 2 [00:38:56] Oh, maybe.

Speaker 1 [00:38:57] It was pretty trendy for a while on the internet, like a woman touching a car and she was talking.

Speaker 2 [00:39:02] Yeah, maybe. But to me, it's more visuals than actually the sounds.

Speaker 1 [00:39:11] So yeah, that was it. That was the last question. Thank you so much.

Asmr non regular viewer 5

Speaker 1 [00:00:00] So first I just want to ask you a few questions and I would like to ask ask you how familiar are you with asmr content before participating in this study. So I'm just going to explain what is Asmr. So Asmr or general sensing. Meridian response is a sensory phenomenon characterized by a pleasant, static like tingling sensation on the skin, often starting from the scalp and potentially spreading to other parts of the body. The sensation is typically induced by stimuli such as focused, precise tasks, or close personal attention, or specific audio like whispering and tapping. It is associated with feelings of relaxation and well-being, and people often seek out Asmr to help internalization and stress relief. So first, I just would like to ask you, how familiar are you with Asmr content before participating in this study? And this could range from frequent interaction to none at all.

Speaker 2 [00:01:01] oh yeah, I have heard of the term Asmr. I know that they're using it in, marketing. I knew it's a multi sensory way of attracting attention and communicating an idea, but I didn't know the techniques that the categorizations, the standardization. I knew it at the strategic level because my discipline is strategy.

Speaker 1 [00:01:36] Okay, can you describe any prior experiences you've had with Asmr in advertising or just under normal media.

Speaker 2 [00:01:46] I had some projects which in order to launch them I had some marketeers come to make the advertisements about the products. It was in FMCG and mostly detergent products like male and female. In those meetings I heard the term Asmr for the first time and they

used it to shoot a video, about using a shampoo, so I was in the process of deciding they using it, and I observed the product afterwards, but I didn't have any specialty.

Speaker 1 [00:02:34] It. All right. Yeah. Okay. Now we can proceed to, watching the videos. We can start with the first video. Yeah. You can, watch the video, listen, and let me know, if you have any specific emotions, you can pause the video and let me know. Also, after each video, you can give me your overall impression of what you feel about it. Let's start. That's.

Speaker 2 [00:03:21] Right off the bat, I don't like the female whispering sound. I get the tingling, I get the emotion, I get the feeling of attraction, and that's what I don't like about it.

Speaker 1 [00:03:37] Okay.

Speaker 2 [00:03:38] It puts me off like, I'll skip the video even.

Speaker 2 [00:04:02] And I like the natural sounds. I like the wood sound. I like it a lot touching wood.

Speaker 1 [00:04:10] The wood sound, the tapping.

Speaker 2 [00:04:12] Tapping the glass also. But more the wood.

Speaker 1 [00:04:16] Okay.

Speaker 2 [00:04:18] I'm guessing the more natural the sound is, I like it more.

Speaker 1 [00:04:24] Okay. All right. So do you have, like, an overall impression on the video?

Speaker 2 [00:04:36] No, not really. I got all of the intention of the advertisement. I had those feeling at the start, like getting the thirst of like having a beer or something like that. Yeah, but these patterns are so trivial to me that yeah right at the moment that they start, I'll put them off, consciously. Especially now that you're saying to pay attention to them. You know what I mean.

Speaker 1 [00:05:14] Yeah. Yeah. Okay.

Speaker 2 [00:05:17] I would say maybe if it is on a regular basis and it was paying and I was unconscious about it. I wouldn't be this conscious towards like a skipping like, you know what I mean. But yeah, the overall feeling is that.

Speaker 1 [00:05:34] Okay, now we can maybe watch the second video.

Speaker 2 [00:05:42] That was the first. Okay.

Speaker 1 [00:05:46] Okay, you can watch this one. Also same thing. If you have any emotion or something you feel, you can pause the video, let me know and then keep.

Speaker 2 [00:05:56] I will talk about them in the middle.

Speaker 1 [00:05:58] Okay.

Speaker 2 [00:06:03] Right off the bat. The sound of the food, First of all, it's not natural like, if you put meat on the rice, it doesn't have the sound of that raw, sludgy meat that I hate.

Speaker 1 [00:06:26] Yeah. What about the cutting?

Speaker 2 [00:06:30] Cutting vegetables t was nice I felt nice towards vegetables. Washing the hands, the sound is disgusting. I'm disgusted about hearing it. Maybe like I'm the kind of guy I really get annoyed for example, from the sound of someone chewing. Even if he is, sitting behind me or it's from a video I get annoyed by the sound of the chewing and washing hand is something similar, having something similar effect on me. But I like the sound of the foam.

Speaker 1 [00:07:29] The water?

Speaker 2 [00:07:31] Water I like. I like the sound of water.

Speaker 1 [00:07:36] So you like more natural sounds.

Speaker 2 [00:07:39] This is relief. This is, you know.

Speaker 1 [00:07:43] Yeah.

Speaker 2 [00:07:56] Oh and to be honest like at the end the birds cheering. That that was nice as well like I'm guessing it's because it's from nature.

Speaker 1 [00:08:09] Yeah.

Speaker 2 [00:08:11] I'm very attracted to the nature sounds I guess.

Speaker 1 [00:08:14] Yeah. All right we can watch the next video.

Speaker 2 [00:08:48] The same thing about the female voice. I don't really enjoy the sound of unpacking because the feeling of unpacking is never the same. No matter if they put the exact sound on it or not. It's, it's never the same as you do it on your own. Because naturally, you don't hear these, even if you're unpacking something yourself, never this concentrated.

Speaker 1 [00:09:51] Doesn't it make you feel relaxed or anything like that?

Speaker 2 [00:09:56] No, It's neutral. I feel it fake. It's too exaggerated. See dropping cacao beans, the sounds It's more close to the natural sound that you if you do it yourself.

Speaker 1 [00:10:40] Okay. What about the cracking sounds?

Speaker 2 [00:10:50] Can't lie, it feels a little bit nice, satisfying a bit. I hate the bite.

Speaker 2 [00:11:17] I don't like the breathing sound as well.

Speaker 1 [00:11:18] Okay, so that was the last video. Do you have like an overall impression on the video.

Speaker 2 [00:11:28] Yeah I would say overall, I'm the kind of person that I detect I'm getting abused in a way like , no matter what it is, I get uncomfortable, like way before these maybe ten years ago, if I was encountered with something that was a produce of Asmr, I would be enjoyable towards it. But after I realized that techniques and the manipulation and all those things, I get defensive in a way, and especially now in this interview that you said focus, I felt the deception elements even more. So I would say in general for me, if something has even exaggerated sounds of nature or natural sounds, Objects clicking with each other or like the sounds of animals or birds or anything coming from nature that's soothing for me. I feel relaxed, I feel open in a way. But artificial sounds, human sounds, chewing, washing, like even touching to some levels. It's off putting for me and it's from off putting to the wash part and chewing part disgusting. Yeah, I would say my overall impression is this.

Speaker 1 [00:13:23] Okay, so now we can move on to the first question. What was your immediate reaction when you watched the Asmr advertisements?

Speaker 2 [00:13:38] I'm very good with my ears, so I immediately get the goosebumps, like the tingling feeling that you talked about at the beginning. Immediately.

Speaker 1 [00:13:53] Immediately.

Speaker 2 [00:13:53] Yeah because my ears are a sharp, I can hear people if they talk outside of the door for example or something like that, so when you say focus on that and since the sounds were very sharp, high, I got the tingling at the start. Sharpness in the attention.

Speaker 1 [00:14:18] And so now during the viewing what specific emotions did you feel?

Speaker 2 [00:14:29] Deception.

Speaker 1 [00:14:30] Deception, Also, if there was any changes in your emotional state through the advertising and.

Speaker 2 [00:14:39] All of them or overall?

Speaker 1 [00:14:43] For each video for example.

Speaker 2 [00:14:44] Okay, for the first one, minus the sound of the woman, it was relaxing, especially with the touch on the wood and the glass. In the video of washing, it was disgusting, especially the motion of washing hands, for the video of the food it was exaggerated like unnatural sounds that you can not hear, for example, from putting meat on rice those kinds of unnatural sounds and I didn't like that. The last one was better overall in relaxation.

Speaker 1 [00:15:50] So now, based on these emotions you have here in this picture, can you tell me if there's any, emotions that you felt?

Speaker 2 [00:16:07] Fear and anger. From the negative one. From positive effects a little bit of contentment and a little bit of sexy, which I didn't like. So I wouldn't put it in positive. But since it's here.

Speaker 1 [00:16:39] Also any, specific emotions.

Speaker 2 [00:16:41] From anger I would say irritated, frustrated a lot of time. And from fear I felt nervous at some points.

Speaker 1 [00:17:10] And also, based on this picture any emotions that you felt?

Speaker 2 [00:17:29] I would say annoyance, it wasn't anything extreme, not negative wise and not positive wise. So I would say in the shallow parts, mostly nothing from the inside and intense parts, like for example in negative parts I wouldn't say rage or anger, I would say annoyance is a better voice for the feelings I got. And looking at the positive was also the ones that were more outside of the circle and I would say shallow ones like apprehension a little bit rather than fear or acceptance sometimes when it was natural rather than trust, and again maybe if it was unconscious, it wouldn't be this shallow, it would be a little bit deeper, but I know myself to know enough that's it's more and the shallow if I was not conscious about it, because as soon as I feel with these advertisements in general not just asmr if it's appealing to me, I know it's something's wrong or whatever it is, like my mind is defensive towards advertisements in general, so I would say whatever feeling it has on me, it's more shallow whether it's positive or negative or.

Speaker 1 [00:19:29] Anything else?

Speaker 2 [00:19:35] Yeah a little bit of interest to know more about the concepts and the whole thing.

Speaker 1 [00:19:48] So now we can move on to the next question. could you do describe the level of pleasure or displeasure you experienced during the Asmr advertisement, and what specific elements of the advertisements made you feel that way?

Speaker 2 [00:20:06] I would say it was more displeasure than pleasure. I would say 60% or 70% displeasure and the rest pleasure out of the whole experience.

Speaker 1 [00:20:20] And which specific elements made you feel this way?

Speaker 2 [00:20:33] Yeah, the same two main things comes up like the deception and natural sounds.

Speaker 1 [00:20:40] Okay.

Speaker 2 [00:20:41] So the positive is towards natural sounds that are more sincere, if it's really happening or it's from nature, and the deception part is off putting displeasure.

Speaker 1 [00:20:59] And during the advertisement did you a level of excitement change. were there any moments where you felt particularly excited or calm.

Speaker 2 [00:21:13] I particularly felt calm in the chocolate one when she started to crack the chocolate, I get the satisfaction there.

Speaker 1 [00:21:36] This is the only one or maybe some other elements made you feel excited.

Speaker 2 [00:21:46] No, I wouldn't say any of them made me so excited.

Speaker 1 [00:21:53] And, did any aspects of the Asmr ad made you feel particularly relaxed or stressed?

Speaker 2 [00:22:03] Whispering women made me stressed, first aroused and then stressed. the natural sounds of woods birds cheering those were relaxing for me.

Speaker 1 [00:22:35] So those elements made you feel relax. And if it was a male voice would it also make you feel stressed.

Speaker 2 [00:22:48] Male voice definitely, yeah.

Speaker 1 [00:22:49] All right. And the next question is how in control did you feel during your experience with the Asmr ad, were there any moments where you felt that the ad guided your emotions or reaction more than you expected?

Speaker 2 [00:23:06] No, no, just as soon as a voice started, whether it was towards my attention or making interest or whatever it is, I would feel them. But like, instantly I would know that it wouldn't take and carry me away.

Speaker 1 [00:23:26] Okay. Right. Yeah. So you were totally in control?

Speaker 2 [00:23:29] Yeah. Total control.

Speaker 1 [00:23:30] And did you find the ASMR ad overall enjoyable or irritating?

Speaker 2 Irritating overall.

Speaker 1 Why? What did you didn't like about it?

Speaker 2 [00:23:47] Exaggeration.

Speaker 1 [00:23:53] What was exaggerated?

Speaker 2 [00:23:55] I gave the example before, like for example, it's completely unnatural putting a cooked meat on a rice and getting noise like that you know.

Speaker 1 [00:24:08] The stickiness?

Speaker 2 [00:24:09] Yeah, yeah, yeah it was exaggerated. I'm sure and maybe your examples are this way, but in general, I would say the emphasis on some sounds are exaggerated compared to natural. For example, the unpacking when you're unpacking, you don't hear every, crack of the paper, when you're opening it yourself. So when you hear it on the video, it seems unnatural to me.

Speaker 1 [00:24:50] Yeah.

Speaker 2 [00:24:52] for example, the birds chirping, natural. Tapping the wood, natural. Dropping the beans, natural.

Speaker 1 [00:25:04] Okay, so now I'm just going to, explain what are the ASMR triggers and then ask you a few questions about it. So Asmr triggers are specific stimuli that provoke the characteristic tingling sensation of Asmr. These triggers may vary widely among individuals but commonly include sounds like whispering tapping, crisp noises or visual action involving careful, slow, deliberate movements. In the context of advertising, these triggers I use to create a deep sense of calm and focus, potentially enhancing the viewer's emotional connection to the ad. So first, were there any specific elements or triggers within the Asmr ad that stood out to you?

Speaker 2 [00:25:52] Whispering, whispering. IHate it.

Speaker 1 [00:25:54] Can you also describe them?

Speaker 2 [00:25:55] For the human whispering I don't like them in general. Yeah, for the woman parts, I don't like it because it's deception and like, diverted. And for the male, It doesn't have anything interesting about it, hearing a male talking about those and whispering

Speaker 1 [00:26:26] Any other trigger triggers ?

Speaker 2 [00:26:28] The stickiness sounds, stickiness whether it was for washing, whether it's for chewing, whether it's for putting the meat, I don't like sticky noises at all, At all. That's the trigger for me. And also, natural sounds that you hear in the forest and water sounds like in one video it was about washing, but at the end the water sounds made it all okay because the water sound is amazing to me. All right. Water falling and dropping.

Speaker 1 [00:27:13] So you're more into, natural sounds.

Speaker 2 [00:27:16] Yeah.

Speaker 1 [00:27:17] Or Sounds associated with nature or whatever. Something that feels natural. and You usually hear.

Speaker 2 [00:27:23] Yeah.

Speaker 2 [00:27:25] And maybe it's because you cannot get anything negative out of connecting with nature in my opinion. Like even if it's used I would say maybe in healthier foods you would hear these kind of sounds.

Speaker 1 [00:27:52] Okay. And did you experience any, tingling sensation while watching the Asmr? where did you feel it in your body and how long was it?

Speaker 2 [00:28:02] Yeah, yeah likein the washing and the sledge and sticky noises, I would feel goosebumps, like the negative ones and a little shaky even sometimes. And, I would assume it's something, that it's not that common. But I felt like electricity, like Negative Electricity, Hinge they say maybe

Speaker 1 [00:28:36] And where did you feel it? In your body?

Speaker 2 [00:28:37] like a goosebump on my skin. Yeah,in my whole body, I feel like my whole body was like, I know this my arm and just a little bit of shake of disgust.

Speaker 1 [00:28:59] Yeah, and can you say like how strong was it, And also was it like continuous or intermittent?

Speaker 2 [00:29:05] Yeah. And when it was continuing the noise for example washing the hands, it was taking more than 10s, it was going to the point of boiling even.

Speaker 1 [00:29:18] Okay. So it was very strong. And was it continuous?

Speaker 2 [00:29:22] Yeah. Like since it was continuous you know it was, it's escalating as it was going on I was counting it to stop.

Speaker 1 [00:29:35] All right. And which asmr triggers in the ad did you find most effective in inducing a sensory or emotional response.

Speaker 2 [00:29:44] The natural ones. They're more real sounding like in the level of when you do it yourself, you hear those sounds at the same level, the volume of the sounds and non-human ones.

Speaker 1 [00:30:06] Yeah. Can you describe the intensity of the response and the type?

Speaker 2 [00:30:12] For which one?

Speaker 1 [00:30:13] For all of them. You can see for each one.

Speaker 2 [00:30:16] In intensity, The nature is very, drawing for me, but not that much. And the disgust part, minus the washing part again, was not that intense. Overall, more on the shallow side Negative or positive.

Speaker 1 [00:30:40] And were there any triggers that you found to be ineffective or unpleasant?

Speaker 2 [00:30:46] Yeah. The washing and the chewing. Whispering, Unnatural Sounds like unreal, Unrealistically loud sounds.

Speaker 1 [00:31:01] And how do you think your reaction to the Asmr triggers compares to, like the typical advertising methods?

Speaker 2 [00:31:11] That works on me?

Speaker 1 [00:31:13] Yeah, or the ones that you are usually familiar with, And the one that works on you.

Speaker 2 [00:31:18] I'm sure I'm hearing it more and more. In general, I would say it's effective because it's it's part of the multisensory Approach of the marketing, like hearing is one of the key ones, and integrating it to the other senses in the marketing is more and more, but like, it's a recent topic that is getting more attention in recently. So I would say more on the effective sides It doesn't work for me, but I'm 1 in 10 Maybe.

Speaker 1 [00:32:12] Okay. And has your perception of the brand changed after watching the ad?

Speaker 2 [00:32:20] Not really, I see it as an attempt because I don't judge a brand based on a single advertise or attempt.

Speaker 1 [00:32:32] Okay.

Speaker 2 [00:32:35] Not that much.

Speaker 1 [00:32:36] And do you feel more connected to the brand after experiencing the ad?

Speaker 2 [00:32:47] Not really, Just the chocolate one, It seems innovative to have a chocolate advertisements like that. That draw me, Other than that, like the idea of using this for the chocolates Advertisements was interesting.

Speaker 1 [00:33:10] And how likely are you to now like purchase the products featured in the ASMR as?

Speaker 2 [00:33:20] I wouldn't base any of my judgments on these ads.

Speaker 1 [00:33:25] So if you were for example in a store doing the groceries and you see the products would ou buy it?

Speaker 2 [00:33:34] For example, since the same brand of chocolate is present at where I shop, I cannot lie, I would think of these advertisements when I want to buy and actually it was most of the time, like 50 50 was my choice. So I would say, yes, I would choose it over the other one.

Speaker 1 [00:33:59] Since you are non-regular asmr viewer was this experience different from other advertising forms you are familiar with, and how so?

Speaker 2 [00:34:17] Yeah, Because, as I told you, I'm pretty familiar with all of the methods of advertisements in marketing, I would say the attention on the sound and stuff was too much like I wouldn't balance a video on Asmr.

Speaker 1 [00:34:37] Okay.

Speaker 2 [00:34:38] Like I wouldn't put the focus Of it on the same model, Very rarely. I didn't feel the need to put it this way. for example, 100% Asmr in opening bottles like this sounds of opening bottles like It's a no brainer. Yeah, but for others I would say it's a blend, like in the videos that you showed me, it was 90% asmr and the other is 10% for visual.

Speaker 1 [00:35:20] But the slow movements are also considered as asmr triggers.

Speaker 2 [00:35:25] yeah, I would say asmr should be 20% of any advertisements.

Speaker 1 [00:35:35] So it was different than the others advertisements you are familiar with.

Speaker 2 [00:35:36] Yeah, like more focused on the sound, the other advertisements doesn't have this much focus on sound.

Speaker 1 [00:35:45] and would you prefer more advertisements to include Asmr elements in the future.

Speaker 2 [00:35:50] in the background not in the main focus, As I told you it completely turns on me. I feel deceptions over hearing, and it feels they're using just one element, to deceive me Rather than showing me the other parts of any advertisement, I'm not saying showing the truth, but the emphasis on just hearing is too much for me.

Speaker 1 [00:36:28] And are there any specific types of products or brands that you think would benefit from using Asmr in their ads?

Speaker 2 [00:36:38] Yeah, the green ones, the sustainable ones, the ones that can connect themselves to natural things and nature, I would say I haven't heard anyone disliking natural sound nature. yeah any green brands and sustainable brands that can connect themselves to natural sounds would be a brilliant, no brainer choice.

Speaker 1 [00:37:15] Any specific products?

Speaker 2 Yeah. For example bio products.

Speaker 1 [00:37:20] Like food or like other stuff?

Speaker 2 [00:37:25] foods mainly, for example if I'm seeing an advertisement a bio egg, hearing the wind in the grass, Something like that can Make me realize what I'm buying, and similarly when some things require you to hear, for example I really like Asmr in car advertisements When they upclose recorded the sounds of an engine, Maybe because I'm really into cars. But I would say it's appealing because hearing is the engine of a car is really important of choosing that car or for example if you can hear a car rev at three and compare it to other cars you get an idea of the quality, the capacity of the engine, the number of cylinders and those kind of things, you get information out of the sound in those scenarios. But for example washing and hearing how you wash, you don't get any information out of those soundsy. You can use Asmr and communicate information with it. I would say for the products that hearing those products are important for example tools, drills, Anything that's it's important to hear what the function of the device is for example.

Speaker 1 [00:39:17] Okay. I think that was it. That was the last question. All right.

Asmr non regular viewer 6

Speaker 1 [00:00:00] Okay, so, first I will explain to you what is Asmr, Asmr or autonomous sensory meridian response is a sensory phenomenon, characterized by a pleasant, static like tingling sensation on the skin, often starting from the scalp and potentially spreading to other parts of the body. This sensation is typically induced by seemingly such as focus, precise task, close personal attention, or specific audio stimuli like whispering and tapping. It is associated with feelings of relaxation and well-being, and people often seek out asmr to help with relaxation and

stress relief. So first I would like to ask you, how familiar are you with Asmr content before participating in this study and This could range from, frequent interaction to like, no, no interaction. No.

Speaker 2 [00:01:08] I wouldn't say not at all bu there are interactions sometimes through social media.

Speaker 1 [00:01:18] Okay, but you don't consider yourself as a regular, some more content viewer.

Speaker 2 [00:01:22] No, not really.

Speaker 1 [00:01:25] Can you describe any experiences you had with Asmr before, either in advertising or media if you remember.

Speaker 2 [00:01:35] not really I only randomly see videos on Instagram, but I don't recall any kind of asmr used in advertising before.

Speaker 1 [00:01:53] And other normal videos? Do you remember like.

Speaker 2 No.

Speaker 1 Not really. Okay. So no worries. First we can start watching the videos. You can watch the first video, and, if you have any emotions, anything you feel or you want to share an impression, you can pause the video, share it with me. And then after watching each video, you can maybe give me your overall impression of the experience. And we can do that for all the videos.

Speaker 2 [00:02:30] All right. So I opened the first one, but it doesn't it doesn't take me directly to the video.

Speaker 1 [00:02:36] Can you check like just like a 42nd video. It says like a five years ago a million something views.

Speaker 2 [00:02:45] Five years ago.

Speaker 1 [00:02:46] Yes. 42nd video.

Speaker 2 [00:02:50] The second one.

Speaker 1 [00:02:51] It has 45s.

Speaker 2 [00:02:57] 45 seconds.

Speaker 1 [00:03:00] If you want, I can send you the link.

Speaker 2 [00:03:02] Okay. Done.

Speaker 1 [00:03:52] So what was your overall impression? Did you have emotions, something you felt while watching the video?

Speaker 2 [00:04:01] Well, of course you would want some of that beer. I mean, the whispering at the beginning, it attracts your attention, the quietness surrounding her, the waterfalls. So I guess it goes beyond the sound to include also the videos that are included in there, like the nature of the videos that are used are kind of stimulating calmness and attracts you to give more

attention to what's being said than what's been shown in the video. I mean, the sound of pouring the beer, the detail, the attention to that detail, that's what grabs your attention. I feel like that's the overall feeling I got from the video.

Speaker 1 [00:04:54] All right, maybe now you can watch the second video, Safeguard is called the wash asmr video.

Speaker 2 [00:05:09] Two minutes, All right. Look Is it just me or the sounds are not accurate.

Speaker 1 [00:06:40] You think that the sounds are not real?

Speaker 2 [00:06:43] Yeah. They are not real Like when I'm washing my hands that's not the sound that it makes, at the beginning when she was preparing the food. I don't know, like.

Speaker 1 [00:06:56] It feels like, like exaggerating. Maybe ?

Speaker 2 [00:07:00] Maybe, Yes, I don't know, especially I kind of doubted myself at the beginning, but when she was washing her hands, it was too much. I mean it kind of takes your attention from the products, so I don't know. I don't know if it's just me

Speaker 1 [00:07:22] How did it make you feel?

Speaker 2 [00:07:26] At the beginning?

Speaker 1 [00:07:27] Yeah.

Speaker 2 [00:07:29] Kind of disgusted with all the food etc.. but with the hand washing, It just made it look, not real at all, the sound was kind of just as you said, maybe exaggerated or added to the video or something like that. I don't know, it was a lack of accuracy. I will continue watching.

No, but this one is definitely, exaggerated, Too much, Come on hahaha. Yep. All right, so the product is the, what is it called?

Speaker 1 [00:08:50] Safeguarding is.

Speaker 2 [00:08:51] The safeguard. But, but we get the impression that the video is really not about, central. Maybe it's too long, Maybe they are they are focusing on other aspects I know Yeah, They are using it asmr, but it's not like the first one, Definitely not like the first one. Like with the first one is you really focus on the product, here you are just waiting for her to finish washing her hands and then maybe you can have a look at the product.

Speaker 1 [00:09:35] So that was your overall impression.

Speaker 2 [00:09:38] Yeah, I'd say so.

Speaker 1 [00:09:40] Any specific feelings you got from watching the video beside disgusted?

Speaker 2 [00:09:48] at the beginning yeah That was the main feeling. I don't know. I don't know, I don't know. For the rest, there's a feeling but I don't know how to point it out.

Speaker 1 [00:10:08] later we will go into details.

Speaker 2 [00:10:11] IAll right.

Speaker 1 [00:10:13] So, now you can watch the third video, which is the about the chocolate. Also the same if you have any feelings, any reaction. You want to pause the video and let me know. And then at the end, you can, give me your overall impression on the video.

Speaker 2 [00:10:33] Okay. Lindt. Maybe she didn't even have to whisper at the beginning. Just opening the chocolate Is enough?

Speaker 1 [00:11:13] And how did the whispering make you feel?

Speaker 2 [00:11:18] It's not a good introduction I'd say.

Speaker 1 [00:11:20] You didn't like it?

Speaker 2 [00:11:23] No. It's like, in normal life that would be a little bit creepy.

Speaker 1 [00:11:27] Okay.

Speaker 2 [00:11:58] The whisper again might seem something. And Done.

Speaker 1 [00:13:43] Okay.

Speaker 2 [00:13:45] Well, I wouldn't say that I am against the whispering. I just think that it's too much like it's misplaced. It could be placed in some parts of the video, but not all of it. Otherwise sometimes it just comes out as creepy, and maybe they should have focused more only on the sound of the package, Maybe what the grains make, that would be more and more appealing, But the whispering, there was too much of it, But, yeah, that's all.

Speaker 1 [00:14:32] Okay, so now we can move on to the questions. The first question that I'm going to ask you is what was your immediate reaction when you watched the Asmr ads?

Speaker 2 [00:14:45] And my immediate, reaction was like more attention. Like when someone is usually loud that's when they grab their attention. Yeah. But surprisingly, even when the video is really calm and the whispering your attention is grabbed immediately.

Speaker 1 [00:15:11] Okay. And, during the viewing, which thing really got your attention?

Speaker 2 [00:15:25] Well, several feeling or similar emotions I would say like, they could range from soothing to disgust as we have mentioned before.

Speaker 1 [00:15:41] So the question was when you were, watching the videos, you said that you got reaction that the videos grab your attention. So which things did catch your attention from watching the Asmr ad?

Speaker 2 [00:16:05] I would say, as I mentioned before, it's the attention to detail, like, everyone is moving slowly, There are no sudden moves in the video. You kind of want to see the end of it, So you are focused and everything that's moving around you are like watching it slowly. The video is slow, so it gives you this opportunity to see everything in there, including the details that usually maybe don't show in non asmr videos I would say.

Speaker 1 [00:16:40] All right. And when, during the viewing, what specific emotions did you feel? First you can tell me the emotions that you felt. And if there were any changes of your emotional state through the advertisement and maybe later you can refer to the pictures that I sent you, and you can look at each one of them and see. for example, for the first one, you have the negative and positive effect. And then you can choose from there the emotions. But before you can just, let me know what you recall and which emotions.

Speaker 2 [00:17:21] As I said, since the videos are moving a little bit slow, so they give you this sense of peacefulness, But especially in the second video, as you recall, it was also a certain negative feeling at the beginning related to the way the lady was handling the food and washing their hands etc.. So I wouldn't say it was one feeling or two but like different feelings, it would be a bit difficult to point them out individually.

Speaker 1 [00:18:00] Can you maybe refer to the pictures and then choose from there which feelings you felt while watching the video? You could maybe say for each video, like for the first one or the second and third, this is for this area, this part...

Speaker 2 [00:18:21] Right for the first video about the beer, Let's start with the positive affectcs, I would say there was some joyfulness, especially with the videos that were very well chosen. There was also contentment. we're always talking about the first video.

Speaker 1 [00:18:56] Yeah, sure.

Speaker 2 [00:19:00] I guess that's it for the positive effect. And I don't know why there's envious and the anger in the negative affect. Of course I would envy her for having that beer. So, yeah that was it for, for the first video. For the second, Maybe tense a little bit, I wouldn't go and say irritated but there was like some level of that.

Speaker 1 [00:19:56] Okay. Like a little bit of irritation but not fully.

Speaker 2 [00:20:00] Yeah.

Speaker 1 [00:20:01] All right.

Speaker 2 [00:20:02] Yeah. Not really angry or nothing at all. Yeah, That's it I guess, for the second one.

Speaker 1 [00:20:13] For the second one about the chocolate.

Speaker 2 [00:20:16] Yeah. For the chocolate, definitely contentment. Some parts of the video made me feel kind of pleased. Yeah. I guess that's it. But I don't know how to describe the fact that they included too much of the whispering. I wouldn't say it was also irritating of frustrating, but I find it's also a negative aspect, But I don't know in which category to put it.

Speaker 1 [00:21:01] Can you maybe, open the other picture, the plutchik of emotions, and then see if you can relate to any of those emotions listed there?

Speaker 2 [00:21:12] Always about the third one.

Speaker 1 [00:21:14] For for all the videos, if you, see any emotion that you relate to and you remember, like which area of the ad and which part.

Speaker 2 [00:21:23] Okay. Yeah I would say, interest. And also anticipation, Because I guess that's why the videos are moving slowly, So you feel like you are invited to anticipate the rest of the video. So I guess that's one in common They all have. There is disgust for one part that I already mentionned. Distraction Also for the second video. It was distracting from the main goal which is the product that was not really shown in the video as much as expected. Amazement for the first one a few parts of the third one. Maybe also serenity for the first one. I guess that's it.

Speaker 1 [00:22:48] All right. Now we can move on to the next question. Can you please describe the level of pleasure or displeasure you experienced during the Asmr ad? And, was it,

like, pleasurable? Not pleasurable. I think if you can read it like 60, 40, 70, 30 or whatever. And which elements made you feel this way?

Speaker 2 [00:23:17] We can go for, like, from 1 to 5.

Speaker 1 [00:23:20] Yeah sure.

Speaker 2 [00:23:22] for the first one, I'd say four or even five. It was it was short and, to the point, like I said, every element in there was chosen on purpose, and it definitely served its purpose. But for the second one, I'd say two, I wouldn't go and say three.

Speaker 1 [00:23:53] So the second one was more displeasure than pleasure.

Speaker 2 [00:23:58] I said, yeah, yeah, yeah, yeah, yeah. The third one, I'd say three, there was some pleasure in watching the video, but the fact that few elements were kind of misplaced, the video was kind of long, I guess two minutes 47 seconds that's long for an asmr video. So I'd say three for the last one.

Speaker 1 [00:24:30] and which elements made you feel the pleasure or the displeasure?

Speaker 2 [00:24:39] For the first one as I already mentioned, the place in which she was sitting, surrounded by nature, the details, the sounds that she made while opening the bottle. And from time to time she was whispering as well. Those were the elements that were pleasurable for the second one I guess we already covered that. let's say that again The first part of the food was very, unpleasurable as I said, it would have been compensated if she said washed her hands quickly. But, yeah, it only made the video a little bit worse and more unpleasurable, I'd say. So that's why I'd say two out of five. For the third video, Well, I know their brand and I love their chocolate, Except that some of the whispering was misplaced, And they could have used a shorter video, and it would have been more pleasurable if they only focused on the packaging and how she opened the packaging. this, I mean, she really took her time to open the packaging, it could have been quicker I'd say. So, yeah, I guess that's it.

Speaker 1 [00:26:20] And during the advertisement, did your level of excitement change, like, were there any moments where you felt like, particularly excited or calm.

Speaker 2 [00:26:37] For the first one, it was really calm all along the video. For the other two. Excitement. Like excitement to what? Like to try the product?

Speaker 1 [00:26:55] No, just like a feeling of being excited either to the product or just, like a feeling.

Speaker 2 [00:27:02] Yeah, for the first one. Yeah. I'd say yes, but for the remaining two. Not really.

Speaker 1 [00:27:08] Not really. Okay.

Speaker 2 [00:27:10] Yeah. For calmness Yeah, maybe in the third one. But, so to summarize for the first one, there were both, feelings of calmness and excitement for the second one. Not really both. For the third one, let's say some kind of excitement.

Speaker 1 [00:27:34] Okay. And did any aspects of the asmr ad made you feel particularly relaxed or stressed?

Speaker 2 [00:27:57] I wouldn't say really stressed, but except if you count waiting for the video to just finish If that also goes under stress, So yeah I'd say for the for the second one and partially

for the third one, like I just wanted to get done with it, but relaxation is more related to the first one.

Speaker 1 [00:28:27] All right. And how in control did you feel during your experience with the Asmr ad, like were there any moments where you felt that the ad guided your emotions or reactions more than you expected?

Speaker 2 [00:28:45] I guess same goes for this question like I have this preference for the first one Like it was kind of perfect. But for the second one and the third one Not really.

Speaker 1 [00:29:13] So like did you feel like you were in control of your emotions during watching the video. Like totally in control. Or did you feel that the ad was like pushing you, you know, and guiding you to feel in a certain way and that you were not in control your emotions?

Speaker 2 [00:29:36] No I kind of felt in control, for the three of them. I mean that the videos were not really pushy or anything.

Speaker 1 [00:29:49] Okay. And overall, did you find the Asmr ads enjoyable or irritating?

Speaker 2 [00:29:58] the first one was really enjoyable. Third one was partially enjoyable. The second one was kind of irritating.

Speaker 1 [00:30:08] Irritating. Okay, yeah, it is for the same reasons that you mentioned before, right?

Speaker 2 [00:30:14] Exactly. Yeah.

Speaker 1 [00:30:18] So next we're going to talk about, Asmr triggers. First of all, just explain what, a similar triggers are and then just ask you questions about it. So asmr triggers a specific stimuli that provoke the characteristic tingling sensation of Asmr. They vary widely among individuals, but commonly include sounds like whispering, the tapping, the crisp noises, or some visual actions like careful slow movements. in the context of advertising, these triggers are used to create like a deep sense of calm and focus and enhance the viewer's emotional connection to the ad. So the first question is, were there, like any specific triggers from the ones that I just mentioned before? And there are many like for ones whispering, tapping noises and the visual slow movements. So were there any specific triggers within the Asmr ad that stood out to you, and can you please describe them?

Speaker 2 [00:31:28] Of course there was a lot of whispering, I guess in all three of all three videos, no there was only in the first one and the third one, whispering there was some slow movements, some visual actions. But those, those are the two that really caught my attention. What do you mean by tapping like when she was Like touching.

Speaker 1 [00:32:00] She was like tapping the bottle with her nails.

Speaker 2 [00:32:12] Well I guess all of these sounds were included in the, in the three video and the three videos. But yeah, whispering was the one that was used, I guess, more often. Compared to the others, there was tapping on the beer video and as well as on the chocolate video, visual actions like they were all trying to move kind of slowly, But the first one was definitely, using more, visual aids that were like tailored for the video and were perfect. But the other ones, they did not really use as visual actions. Or maybe those that were used were not as effective as in the first one.

Speaker 1 [00:33:08] So the ones that really that really stood out to you are the whispering and the the slow movements.

Speaker 2 [00:33:18] Yeah.

Speaker 1 [00:33:19] Okay. And did you experience any tingling sensation while watching the Asmr add on your body like any tingling.

Speaker 2 Not really. No.

Speaker 1 Nothing. Okay And so according to you, which Asmr triggers in the ad did you find most effective in inducing a sensory or emotional response?

Speaker 2 [00:33:48] I'd say whispering only when used effectively. but tapping not so much. But visual action yes.

Speaker 2 [00:34:02] Crisp noises work as well. But I only recall using crisp noises in the third video when she was like opening the chocolate and she was like, dropping the seeds.

Speaker 1 [00:34:17] Yeah.

Speaker 2 [00:34:18] But yeah, I guess whispering is, is the one that I guess that could be more effective if it's used in a good place. Crisp noises could also be very effective. I recall that part was really good in the third video. I don't know if this answers the question or can you.

Speaker 1 [00:34:45] Can you maybe Describe the type and the intensity of the emotional response you got from those, triggers.

Speaker 2 [00:34:58] All right. For, again about the video. Yeah. For, whispering it was really effective in the first video. As I already mentioned, what I felt like, as I mentioned before, like, and it grabs your attention and you want to see the rest of the video, as a result.

Speaker 1 [00:35:26] and the intensity will help. If you can rate, for example, the intensity of the response.

Speaker 2 [00:35:34] Again, out to five, I'd say four.

Speaker 1 [00:35:36] Okay.

Speaker 2 [00:35:38] Yeah. For tapping, I recall, seeing, tap it in the first video, I'd say again, 4 to 5, or three out of five, in the third video, I'd say as well, three out of five, like out of the four triggers, I'd say tapping is my least Rated one. Crisp noises, in the first, video if we can also, count the bottle opening as also crisp noise that would be a 4 to 5, for the last one with the seeds, I'd say four out of five, for visual action For the first one it was five out of five I'd say, but for the rest of the videos, not really there wasn't some, visual action that really had, an effect or some kind of intensity.

Speaker 1 [00:36:52] All right. And, were there any triggers that you found to be ineffective or unpleasant?

Speaker 2 [00:37:02] Ineffective? I'd say tapping, in both cases, whispering. In the third case, it was ineffective. Most of all of the parts. And, yeah, crisp noises and visual actions, were effective in the first video.

Speaker 1 [00:37:29] Anything that felt unpleasant?

Speaker 2 [00:37:34] Other than the disgust.

Speaker 1 [00:37:38] Like as triggers that made you feel unpleasant.

Speaker 2 [00:37:45] The whispering in the third video, as I mentioned it was misplaced. She could just, talk normally at the beginning and then leave the whispering for the end maybe, or something like that. But yeah, I guess that's the only one I can recall.

Speaker 1 [00:38:04] And, how do you think your reaction to the ad compares to your reaction? Like, I would say, how do you think your reaction to the Asmr triggers in those ads compared to your reaction in the typical advertising methods?

Speaker 2 [00:38:23] My reaction to the asmr trigger.

Speaker 1 [00:38:26] Yeah. How does it compare to the like typical advertising methods.

Speaker 2 [00:38:35] And the typical advertising methods, we don't really pay attention that much. we don't really, focus on the details that much because as I mentioned at the beginning for asmr videos, I guess this is the intended objective behind them is to grab it's really grab your attention, in a different way than the, typical advertising videos do. So maybe in the typical advertising videos, we just take them for granted and just watch them as an entertainment or something like this. But here we you kind of obliged to focus, and see the rest of the video. So, yeah, maybe that's that was the effect of, whispering, tapping crisp noises and visible actions.

Speaker 1 [00:39:32] And has your perception of the brand changed after watching the asmr ad? And in what way if it did?

Speaker 2 [00:39:43] So what was what was the brand for the first loop?

Speaker 1 [00:39:49] Ultra. Ultra. It's a beer called ultra. Second one was Safeguard and the third one is Lindt.

Speaker 2 [00:39:57] Out of the three brands, I was already familiar with only one of them. And that's the chocolate one. So, I really like the brand and I don't think the video has changed my perception of it.

Speaker 1 [00:40:12] And do you feel like more connected to the brand after experiencing the more ad.

Speaker 2 [00:40:21] More connected? I wouldn't say so.

Speaker 1 [00:40:25] And how likely are you now, for example, to purchase the product and the product featured in the ad.

Speaker 2 [00:40:34] I would go for the beer. The chocolate, I'm already a consumer of that brand. So like, as usual, it doesn't really change my consumption behavior towards the brand.

Speaker 1 [00:40:51] All right. And since you're not a regular Asmr viewer, was this experience different from other advertising forms you're familiar with and how so?

Speaker 2 [00:41:05] Oh, yeah. It's definitely, different as I mentioned. Like, we don't we don't usually see this kind of advertising. So when we see one, it really gets all our attention. Does this answer to the question, are there or is there something else that's really.

Speaker 1 [00:41:28] It is just overall like how was it different from other advertising? How do you think this is like different from the normal advertisements you're familiar with.

Speaker 2 [00:41:42] The normal advertisements I am familiar with? Usually I'd say are product centered. So the whole advertisement is centered around the product. So they can tell you what is it for or what are the benefits of the product, etcetera, etcetera, etcetera. But here they kind of link the brand to your feelings and your emotions to get like an emotional response or something. So, they are trying to sooth you through this advertisement. So I guess this is the main difference. So. Yeah. Other than, the difference in attention grabbing, I guess this in the main, or the overall, perception I have.

Speaker 1 [00:42:40] And would you prefer, like, more ads to include asmr elements in the future?

Speaker 2 [00:42:45] Definitely, yes. If it's not to, grab the consumer attention, It would be, more soothing or more peaceful. I don't know, it's like it introduces some calmness. And it would be good for a change like, it's like all the advertising are following the same approach. So it would be good to have something more different.

Speaker 1 [00:43:18] are there like any specific types of products or brands that you think would benefit from using asmr in advertising.

Speaker 2 [00:43:31] That's a difficult one. I mean. Who would benefit from this kind of advertising and products?

Speaker 1 [00:43:42] Any type of products.

Speaker 2 [00:43:44] I guess just anything related to food who would benefit from it. I guess it could be applied to any kind of product, maybe even cars. Like if you have a car brand, like the way the door is opened or you know, everything could include sounds, etc and benefit from it. but I don't know, other than food, maybe I'm hungry, I can't think of anything else. Yeah, I guess like, it's not only for some specific sectors or industries, but it's could be applied to any kind of brand, regardless of the industry.

Speaker 1 [00:44:41] Okay. All right. So yeah, that was the last question. I think, we done.

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Speaker 1 [00:00:00] Okay, so first, before we start watching the videos, I will just explain what is Asmr. So Asmr or autonomous sensory meridian response is a sensory phenomenon characterized by a pleasant, static like tingling sensation on the skin, often starting from the scalp and potentially spreading to other parts of the body. This sensation is typically induced by stimuli such as focus, precise tasks, close personal attention, or specific audio stimuli like whispering and tapping. It is associated with feelings of relaxation and well-being, and people often seek out Asmr to help with relaxation and stress relief. So the first question I would like to ask you how familiar are you with Asmr content? Before participating in this study? And this could range from, frequent interaction to normal.

Speaker 2 [00:00:59] Actually, I would say frequent because, for example, when I'm watching, videos on YouTube, I can see some ads about, food and drinks. Yeah, that's actually my experience with Asmr advertisements.

Speaker 1 [00:01:16] But do you consider yourself as a regular asmr viewer, like you purposely, go and search for asmr videos to seek out for,relaxation or you just come across it on social media and YouTube?

Speaker 2 [00:01:30] I found satisfying, but no, actually, I don't look for these kind of videos. No.

Speaker 1 [00:01:38] Okay, cool. So, can you describe, the experiences you had Asmr, like, what type of videos? How was it? What kind of, videos you've seen before and where?

Speaker 2 [00:01:51] Mainly food Asmr videos.

Speaker 1 [00:01:54] Yeah.

Speaker 2 [00:01:55] Like the sound when someone eating a hamburger or drinking something, it's kind of appetizing. I would say, you know and satisfying And actually, this is the only experience that I can come up with right now.

Speaker 1 [00:02:08] Okay, cool. So first we're going to start watching the videos. When watching the videos, if you have any emotion in your reaction, something you noticed you want to tell, you can just pause the video and let me know. And, after watching the video, you can give me your overall impression.

Speaker 1 [00:03:05] So, what do you think about this video?

Speaker 2 [00:03:09] Yeah, I'm kind of thirsty. Like, I really want to try this beer. You know, like, even the person speaking right now, like, she's speaking in a way that really makes you want to try that beer and, you know, like it's having an effect on you, actually.

Speaker 1 [00:03:25] Okay. And, anything else you noticed in the video?

Speaker 2 [00:03:31] Like, the only two things that I can say is her voice and also the sound of the opening of the bottle. Yeah. Okay.

Speaker 1 [00:03:39] Yeah. Okay. Cool. So now we can, start watching the second video.

Speaker 2 [00:04:12] in contrary of the first video I think maybe the goal of this video is to give this satisfaction to the viewer. And like I think for this video actually it's the opposite. Like I would find it really disgusting because the way that she was holding the rice the voice I didn't like it actually you know okay.

Speaker 2 [00:05:16] No, actually, I don't like this. This one at all.

Speaker 1 [00:05:20] what don't you like right now?

Speaker 2 [00:05:22] Maybe because her hands are dirty and the sound also is not. No, actually I don't really like this video at all because the first one was more satisfying. But this one no.

Speaker 1 [00:05:39] Okay. You can keep watching. So overall impression of this video.

Speaker 2 [00:06:50] I didn't like it. I didn't like it because like, what do you think? What is the Goal of Asmr in general?

Speaker 1 [00:06:57] Yeah, as we said before, like the goal is people seek out is more because it helps them, relax and yeah. Stress relief.

Speaker 2 [00:07:08] Yeah. But like the first one was. Yeah, I would say like it did this to me, but the second one, it didn't. Maybe because of the video itself, because most of the video, she was making food and her hands were not clean. Yeah. I think this is one of the factors that made me not like this video.

Speaker 1 [00:07:31] Okay. All right. Now we can maybe watch the third video.

Speaker 2 [00:07:50] You know, the first thing that I want to say is the inboxing it's really good, actually. It's a really good sound. Okay.

Speaker 2 [00:08:44] And the voice also the voice of the person.

Speaker 1 [00:10:36] So what about this one?

Speaker 2 [00:10:38] actually, it's really good, I think, because we were watching something pleasant, you know it's about chocolate. A lady, like inboxing a box of chocolates. I think this is one of the reasons why I like this one better than the second one, because we were watching something good, like chocolate. Like everyone likes chocolates. Yeah, actually, I really like it. I like this also.

Speaker 1 [00:11:05] Okay, cool. So now we're going to move on to the questions. The first question that I'm going to ask you is what was your immediate reaction when you watched the Asmr ads?

Speaker 2 [00:11:21] I feel satisfaction I would say yeah. Exactly. Yeah.

Speaker 1 [00:11:25] You feel satisfied?

Speaker 2 [00:11:26] Yeah. Exactly. Yeah. And so this is how I would describe.

Speaker 1 [00:11:30] Okay. And during the viewing. Which specific emotions did you feel?

Speaker 2 [00:11:37] Hunger. Hunger. Yeah. Hunger and thirst. Yeah. Hunger and hunger for the chocolate. And thirst for the beer.

Speaker 1 [00:11:42] And can you describe, like, any changes in your emotional state throughout the advertisement.

Speaker 2 [00:11:50] Emotional state? No, I don't think so.

Speaker 1 [00:11:55] Okay. So now I'm just going to show you, picture. And maybe if you can, look at this picture and if you can relate to any of the emotions listed here, including the negative and the positive ones, and you can tell me, for example, for each video or which specific thing made you feel that way.

Speaker 2 [00:12:20] I would say warm hearted for the chocolate one. Peaceful also because of the voice. Yeah. Pleased also. Relieved yeah relieved.

Speaker 1 [00:12:59] What made you feel relieved?

Speaker 2 [00:13:01] I mean, just the way when she. Like, actually, for the first. The first advertisement when she was pouring the beer, you know. Yeah. It was really relieving. All right. Yeah. About the negative aspect. Nervous. Because of the second ad, because her hands were dirty. So it made me a bit nervous. Irritated also. Yeah.

Speaker 1 [00:13:37] And was it just the dirty hands that made you?

Speaker 2 [00:13:40] Yeah. And also the way she was touching the rice with her hands and the sound was not pleasant at all.

Speaker 1 [00:13:48] The stickiness ?

Speaker 2 [00:13:51] Yeah Of the food and the rice. Yeah. It was not good at all. . Yeah.

Speaker 1 [00:13:55] All right. Maybe we can take a look at this one.

Speaker 2 [00:14:11] Discugustd. Discugust yeah. Boredom when she was washing her hand like I was just waiting for the video to end. Actually, you know, because when she was. Yeah, I didn't like the video, so yeah That's it.

Speaker 1 [00:14:40] Okay. All right. So the next question is, can you describe the level of pleasure or displeasure you experienced during the Asmr? And which specific elements of the ad made you feel this way? Like if you can read it from, like, 1 to 5. For example, the level of pleasure or displeasure.

Speaker 2 [00:15:06] For the first video I would say four.

Speaker 1 [00:15:10] Four out of five.

Speaker 2 [00:15:11] Exactly. Yeah, the second one, I don't know, like there was no pleasure in it, maybe because of the name of the video, I don't know.

Speaker 1 [00:15:22] So it was more displeasure?

Speaker 2 [00:15:24] Exactly. Yeah Not only because of the sound, but also, the video itself.

Speaker 1 [00:15:30] And for the first, video, which elements made you feel this way?

Speaker 2 [00:15:35] The opening bottle sound and the pouring of the beer. Yeah, that was really good.

Speaker 1 [00:15:42] and for The second?

Speaker 2 [00:15:42] The second, her hand, as I said before, the sound of the food, like the way that she was cooking and touching the food. Yeah. For the third one, I would say five because it's chocolate. Yeah everyone loves chocolate. And the sound of the foil. Yeah, exactly. Yeah. This was really satisfying.

Speaker 1 [00:16:03] Yeah. Okay. And during the advertisement, did your level of excitement change? Can you describe any moments where you felt particularly excited or calm.

Speaker 2 [00:16:21] Excited. Like when she was opening the bottle. Yeah. I felt a bit of excitement. But other than no.

Speaker 1 [00:16:33] Need any, video made you feel calm.

Speaker 2 [00:16:37] No. No.

Speaker 1 [00:16:41] Did any aspects of the Asmr ad made you feel, particularly relaxed or stressed?

Speaker 2 [00:16:50] I'm going to come back to the second video again about being stressed. Yeah, yeah, just because of her hand and when she was like washing her hands and everything, that made me a bit stressed. Yeah, yeah, but other than that no .

Speaker 1 [00:17:05] any aspect that made you feel relaxed.

Speaker 2 [00:17:09] relaxed No, I would say hungry. Thirsty, but relaxed. No, I don't think so. No, I didn't feel relaxed.

Speaker 1 [00:17:19] How in control did you feel during your experience with the Asmr and? Were there moments where you felt that the advertisement guided your emotions or reactions more than you expected?

Speaker 2 [00:17:32] Yes, definitely. The, the first and the third one, like all of them also. Oh, yeah, all of them. All of them. I would say the the, the first and the third one in a good way, and the second in a badway.

Speaker 1 [00:17:43] and how do you feel about this?

Speaker 2 [00:17:49] In what way?

Speaker 1 [00:17:50] Like, not being fully in control of our emotions. Like letting an ad guiding your emotion. Are you okay with it? It's fine. Or.

Speaker 2 [00:18:04] It depends actually, if if it's about something good, like food or, you know, it's not harmful. Okay. I'm okay with. It's okay for me. Like, as long as it's something Not bad, I'm okay with this, I don't mind.

Speaker 1 [00:18:18] All right. And overall, did you find the Asmr ads enjoyable or irritating? And can you maybe say why? What did or didn't you like about it?

Speaker 2 [00:18:28] Actually, I would say it depends again on the content, on what the viewer is watching. So enjoyable if it's something pleasant like food or something else. But I would say it's irritating if you are watching something like that person, like touching food

Speaker 1 [00:18:54] And what about you, was experience enjoyable or irritating.

Speaker 2 [00:18:59] For the most I would say enjoyable.

Speaker 1 [00:19:01] Enjoyable, yeah. Okay. And, what did you didn't like about it?

Speaker 2 [00:19:12] Just the content of the video. Yeah. But other than that. Yeah. It's I would say it's enjoyable but the content of that video of the second video no

Speaker 1 [00:19:25] Okay. Cool. so now I will explain what are asmr triggers. And then

Speaker 2 [00:19:32] Just because I just want to add something, maybe I didn't like the second video because it's just someone washing their hand, you know? And in my opinion, there is nothing satisfyingin that, maybe it's just me, but it's just washing, It's not eating. It's not something that you would enjoy doing in your In real life. Yeah. It's not like eating or drinking or doing something. Yeah. So it's just washing your hand.

Speaker 1 [00:20:02] Yeah, yeah. Okay. And what did you like about it that made the experience enjoyable for all the videos.

Speaker 2 [00:20:12] For the other ones. Yeah.

Speaker 1 [00:20:13] For for all the enjoyable ones.

Speaker 2 [00:20:18] The sound effects. The sounds are and also the voice of the person speaking. You know, it's warm, it's welcoming and it's engaging also. So yeah.

Speaker 1 [00:20:33] Okay. Well so now I will explain what are the Asmr triggers. So Asmr triggers are specific stimuli that provoke the characteristic tingling sensation of Asmr. These triggers vary widely among individuals but commonly include sounds like whispering tapping crisp noises or visual actions involving careful and slow deliberate movements. In the context of advertising, these triggers are used to create a deep sense of calm and focus, potentially enhancing the viewer's emotional connection to the advertisement. Okay, exactly. So we have like main four triggers that are whispering, tapping noises, and also the slow action and movements, the visual ones. So were there any specific elements or triggers with the Asmr ad that stood out to you, and can you maybe describe them.

Speaker 2 [00:21:36] The tapping and the crisp noises Yeah, exactly. The crisp noise. Yeah. Yeah.

Speaker 1 [00:21:41] Like cutting the food.

Speaker 2 [00:21:42] Yeah. Yes. Exactly. The foil. Yeah the snapping. Exactly. Yeah. Yeah. Actually. Yeah. It's so satisfying. Yeah. If, if it's something about food especially, it's so satisfying. Like the crisp and the tapping, everything.

Speaker 1 [00:21:56] Yeah. And did you experience any tingling sensation when watching the ad?

Speaker 2 [00:22:03] Not really. I experienced something, but not to this point.

Speaker 1 [00:22:07] Not tingling. No.

Speaker 2 [00:22:09] No, not yeah. No. You know.

Speaker 1 [00:22:12] Can you describe what you felt?

Speaker 2 [00:22:13] I mean, it's kind of hard to, to describe it. It's just like it piqued my interest. And I was so engaged.

Speaker 1 [00:22:21] Okay. And, like in it

Speaker 2 [00:22:23] Exactly. Yeah. Yeah. Yeah, yeah.

Speaker 1 [00:22:25] Like immersed.

Speaker 2 [00:22:26] Yep. Immersed. Yeah. That's the that's the right word.

Speaker 1 [00:22:29] Okay. And which asmr triggers in the advertisement. Did you find most effective in inducing the sensory or emotional response you got?

Speaker 2 [00:22:43] The crisp noise.

Speaker 1 [00:22:45] You know. And can you describe the type and intensity of the response you got from the crisp Moises?

Speaker 2 [00:22:52] The intensity.

Speaker 1 [00:22:55] Yeah. And the.

Speaker 2 [00:22:56] Type.

Speaker 1 [00:22:56] And so on. And the response. Also if you can like for the intensity. If you can like range from 1 to 5.

Speaker 2 [00:23:10] Yeah. I would say four out of five.

Speaker 1 [00:23:15] But what is the response like?

Speaker 2 [00:23:19] It's like I was just so in it, you know, and I was so focused and, you know, waiting for that person next move, like what she's going to do. And also I would say the advertisement was so effective that I really wanted a beer right now, for example, or to eat something. So. Yeah.

Speaker 1 [00:23:43] Yeah. Okay, cool. And were there any triggers that you find to be ineffective or unpleasant?

Speaker 2 [00:23:55] Are you talking in general or in this.

Speaker 1 [00:23:57] For these.

Speaker 1 [00:24:04] But based on this as the Tucson.

Speaker 2 [00:24:06] Okay.

Speaker 1 [00:24:16] If you think that there was nothing unpleasant, then you can say nothing was unpleasant.

Speaker 2 [00:24:22] Apart from the visuals of the second one. no There was none.

Speaker 1 [00:24:30] Okay. Yeah. All right. And how do you think your reaction to those Asmr, triggers compares to the typical advertising, methods?

Speaker 2 [00:24:43] You know, like if it was a normal advertisement, I would ignore it just like I wouldn't care too much, you know, because in my life I just don't care about advertising in general. I just skip, skip skip skip. But when it's when it's Asmr, it has something interesting, and I really want to watch it until the end because you know it like there is something special. Yeah. And. Alluring, I would say.

Speaker 1 [00:25:17] Okay. Alluring?

Speaker 2 [00:25:19] Yeah.

Speaker 1 [00:25:20] Okay. How's your perception of the brand changed after watching the asmr ad and in what way?

Speaker 2 [00:25:30] Not the brand itself. And I was like, it's just, it's a sensation that you got at that moment, But after, I would say, like, a couple of minutes. It's it's gone.

Speaker 1 [00:25:45] And, do you maybe feel more connected to the brand after experiencing the the ad?

Speaker 2 [00:25:50] Not the brand Really not the brand. like we had beer and food. Yeah. Like after the advertisement. I want to have beer, for example. And I want to eat food, but not that specific beer. Okay. So it's not the brand itself.

Speaker 1 [00:26:07] And, how likely are you now to purchase the product features in the Asmr ad?

Speaker 2 [00:26:17] no if there is a grade I would say 2, you know.

Speaker 1 [00:26:19] You know, like, yeah, for example, if you're doing the groceries and you just see the products, would you buy it and go for it or you wouldn't.

Speaker 2 [00:26:30] Not not really. No.

Speaker 1 [00:26:32] No, no. Okay. All right. Well, since you're a non regular Asmr viewer, was this experience different from other advertising firms you are familiar with?

Speaker 2 [00:26:45] Yeah, obviously it was. and how?

Speaker 2 [00:26:49] It was especially the sound effects. Yeah, yeah. So that's the biggest difference between the normal ones and the asmr ads

Speaker 1 [00:27:02] Okay. And would you prefer more advertisements to include Asmr elements in the future.

Speaker 2 [00:27:07] Of course. Yeah. Yeah. Well because it's more interesting. It's more enjoyable. And it can get more attention from people than the normal ones.

Speaker 1 [00:27:21] Okay. And are there any specific types of products or brands that you think would benefit from using Asmr in their ads.

Speaker 2 [00:27:30] Yes I would say food for example beverage. Also what else asmr no, I don't think so. In my opinion, I don't know. Correct me if I'm wrong about clothing.

Speaker 1 [00:27:46] No, it's just your personal opinion

Speaker 2 [00:27:47] Yeah. Exactly. Right. Yeah. Yeah. Yeah, it's mainly food and beverage in my opinion. Okay.

Speaker 1 [00:28:00] Yeah. All right. So that was it. That was the last question. Thank you for your cooperation.

Speaker 2 [00:28:07] You're welcome.

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Speaker1: [00:00:01] Okay. Let's go. So first I would like to I would like to explain what is ASMR. Right. And then then I'm going to ask you a few questions about it. So ASMR or autonomous sensory meridian response is a sensory phenomenon characterized by a pleasant, static like tingling sensation on the skin often starting from the scalp and potentially spreading to other parts of the body. This sensation is typically induced by stimuli such as focus, precise tasks, and close personal attention, or specific audio stimuli like whispering and tapping. It is associated with feelings of relaxation and well-being, and people often seek out ASMR to help with relaxation and stress. So first I would like to ask you how familiar are you with the ASMR content before participating in this study? Okay I'm not that familiar with the.

Speaker2: [00:01:05] Asmr, but I know I've seen some videos. I don't watch ASMR videos that much, but you know, I know I've heard of the concept. I've, I've met some videos online. That's all I know about.

Speaker1: [00:01:23] Asmr. Okay. So first I would like I would like you to watch the videos that I sent you. You can watch each video alone. And if you have any specific feelings, emotions, something remarks that you want to say, you can pause the video and let me know. And after you watch each video, you can give me your overall impression of the video.

Speaker2: [00:01:47] Okay. I, I've watched the first video, the one with the with the beer in Zoe Kravitz. Yes, in nature and all that stuff. I felt a tingling in the back of my neck. I think that that's mostly due to the beer. A huge beer lover. I don't think it's because of the ASMR. But I'm gonna finish the video and see the others, okay? That way we're gonna know if it's because of the Asian market. Or is it because of the beer? Okay, okay. And. As I was saying, I watched the the second video and I felt a little bit rough, but the sensation that I felt during the first video was more intense than than the second one.

Speaker1: [00:02:42] Sorry. What did you feel?

Speaker2: [00:02:45] I said that after watching the second video, I felt a little bit relaxed, but the the sensation that I felt in the first video was more intense than the second one, because in the the first video, I felt the tingling that you talked about. I felt it at the back of my neck. But during the second one it was just this feeling of relaxation, nothing more. No tingling. No. No goosebumps. Nothing. Okay, cool. Okay, now, the third video. What?

Speaker1: [00:03:24] You can watch.

Speaker2: [00:03:25] I didn't hear you. Okay.

Speaker1: [00:03:31] So how was it? So.

Speaker2: [00:03:34] Yeah, it was good, but the sensation wasn't as intense as the first video. It was better than the second one. It was more intense than the second one. I felt something in in my hands, but you know nothing about So if I had to rate them the first one would be number one, the third one would be number two, and the second one would be the last one on number three. Okay.

Speaker1: [00:04:08] Okay. Now we'll move on to the questions. First, I would like to ask you what was your immediate reaction when you watched the ASMR ads?

Speaker2: [00:04:20] I didn't hear the question very well. Can you.

Speaker1: [00:04:24] Repeat? I said, what was your immediate reaction when you watched the ASMR ads?

Speaker2: [00:04:31] The ASMR ads? Yeah.

Speaker1: [00:04:32] What was your reaction? Okay.

Speaker2: [00:04:38] For the first one, I felt you know, I felt some some tingling, I felt goosebumps I felt really attracted to the product and you know it made me think of of this this feeling of relaxation, this being by myself in nature, enjoying myself, enjoying my time. And I think it's gonna push me to buy the product because, you know, I felt that attraction to the product. Yeah. Okay. But in the second one the reaction was a bit different. I felt a bit disgusted

when the girl was washing her hands. And you know, that pay off. And for the fourth one, I'm already a chocolate lover. I'm already a length lover. So it kind of did something for me. But overall I don't I don't think it did that much for me because I'm buying the product whether they do the ASMR thing or not.

Speaker1: [00:05:59] Okay, cool. I will send you a picture with different lists of emotions. And I would like to look through the pitch to the picture and tell me if you can, like relate to any of the emotions that you felt while watching the video. Also, if there was, like, a change of emotions while watching the video. Okay.

Speaker2: [00:06:25] You're going to send me the pictures on WhatsApp? Yes. Okay, I've received one. I felt I felt love and contentment and the first and last videos. And I don't know how to describe my feelings during the second video because

Speaker1: [00:07:03] Yeah. You can also look at like the, the, like for example, when you have contentment or happiness or love or something, you have like a lot of other emotions underneath it. You can also choose from those emotions.

Speaker2: [00:07:21] So I thought fulfillment and the second and the last in the first videos and also passionate and sentimental and sentimental and warm hearted. I also felt encouraged to buy some beer. And I felt thrilled. Yeah, thrilled. The first. Yeah, the first video was really thrilling for me.

Speaker1: [00:07:58] Okay.

Speaker2: [00:07:59] Let me see. The negative effects, if I can find something. I felt frustrated and irritated by the second video. Okay. Yeah. That's That's all I think. Yeah. Okay.

Speaker1: [00:08:23] Could you describe the level of pleasure or displeasure you experienced during the ASMR ads?

Speaker2: [00:08:34] Talk about them as a whole or each video separately or.

Speaker1: [00:08:39] Yeah, you can talk about all of them in general.

Speaker2: [00:08:46] In general, if I include the second video as well I felt a little bit content, but if I'm talking about, you know, specific videos, I felt very pleased. I was very pleased with the, the first one and and the last videos. Okay. But in general, it was some content.

Speaker1: [00:09:13] And do you know which elements of the ad made you feel this way?

Speaker2: [00:09:20] The second ad or.

Speaker1: [00:09:22] Like how.

Speaker2: [00:09:25] Sorry about the sounds.

Speaker1: [00:09:29] Like for the in general, what elements made you feel content.

Speaker2: [00:09:36] And.

Speaker1: [00:09:37] What like, which elements made you feel those specific emotions?

Speaker2: [00:09:43] Okay. I felt thrilled and content and happy when, you know they were showcasing the the product, and I was hearing sounds coming from the product. And I felt also

content with the sounds of nature, because in the first video, there was this river and waterfall and all that stuff, and they made me feel really pleased and satisfied. And in the second video where when the girl was washing her hands, I felt some disgust. And you know, the token or the people's voices did not in for me. They didn't make me feel anything. It was it was you know. Okay. Sorry. It was the product made me feel something. Okay. You know, but people making voices that that did nothing for me. Except for Zoe Kravitz. Yeah, yeah, she did something. Yeah.

Speaker1: [00:10:56] And during the advertisement, did your level of excitement change? Like, can you describe any moments where you felt excited or calm?

Speaker2: [00:11:09] I felt really excited when, you know, when she poured the beer and when the chocolate bar appeared or when she opened the foil and I saw the chocolate bar. Chocolate bar. And when she ate it, I felt some excitement because I pictured myself eating the chocolate chocolate bar. And, you know I felt more excitement when when I saw the beer being poured and when she was moving the year.

Speaker1: [00:11:52] And were there any elements where you felt calm?

Speaker2: [00:11:57] I felt calm when I heard the sound of pouring water in the second video, and I felt calm when I saw the the shots of nature in the first video. And also when she was in the third video when she was playing with the cacao beans. Yeah. That made me feel calm. Okay.

Speaker1: [00:12:20] And did any aspects of the ASMR ad made you feel relaxed or stressed?

Speaker2: [00:12:32] I felt stressed in the second video, you know, because people washing their dirty hands is is kind of an ache for me because I hate dirty hands and you know, I always I'm always washing my hands. I'm always sanitizing my hands. So seeing a pair of dirty hands that, you know, that really made me very, very, very stressful.

Speaker1: [00:13:00] And were you in control of your emotions while experiencing ASMR ad. Like were there moments where you felt that the advertisement guided your emotions more than you expected? So were you in control of your emotions or you were not in control of your emotions? The the advertisement was guiding your emotions.

Speaker2: [00:13:23] Well for two of the videos. The ASMR controlled my emotions, but for the second one, I was in control because I didn't relate to the video. But in the first and second in the first and third video and especially the first one, I had zero control over my emotions. So I think it's because of the P. I still think it's because of the P.

Speaker1: [00:13:53] And did you find the ads enjoyable or irritating?

Speaker2: [00:13:59] Overall they were enjoyable except for the second one, but if we're talking overall, they were very, very enjoyable. I was pleased.

Speaker1: [00:14:08] So now I'm gonna explain what are ASMR? Asmr triggers, and then I'm gonna ask you a few questions about it. So ASMR triggers are specific stimuli that provoke the characteristic tingling sensation of ASMR. These triggers, they vary widely among individuals, but commonly include sounds like whispering, tapping, and the crisp noises or some visual action involving slow movement. Okay, so I have like mainly four ASMR triggers whispering, tapping the crisp noises like when touching things and stuff and the slow visuals movements. So these triggers are used to create a deep sense of calm and focus and potentially enhancing the viewers emotional connection to the ad. So first I would like to ask you, were there any specific elements or triggers of the ad that stood out to you?

Speaker2: [00:15:10] Okay. Can you can you repeat the triggers?

Speaker1: [00:15:14] You have whispering, crinkling and whispering like the talking tapping like, you know, when they tap, you have the crisp noises like touching the foil and everything, and then you have the slow, careful movements, the visual ones. Yeah. Like with the cacao beans or.

Speaker2: [00:15:37] Yeah. Okay.

Speaker1: [00:15:38] So were there any triggers that really stood out to you?

Speaker2: [00:15:44] Were there any elements that really stood out to me?

Speaker1: [00:15:47] Yeah. Those triggers, were there any triggers that stood out?

Speaker2: [00:15:50] Okay. Yeah. It was the crisp noises and the tapping the whispering did not enter me because I don't like whispering that much. So it was mainly the tapping and the crisp noises and the last one the visual aids.

Speaker1: [00:16:12] And did you experience any tingling sensation while watching the ad, and where did you feel it on your body?

Speaker2: [00:16:22] I saw tingling in, in the back of my neck during the first ad, and I felt tingling on my fingers and my hands during the last video and during the third one, I felt nothing.

Speaker1: [00:16:36] And how long was the tingling?

Speaker2: [00:16:40] For the the first video, it was five 10s. And for the last one, it was instant. It was, you know, 2 or 3 seconds at most. Okay.

Speaker1: [00:16:53] And which ASMR triggers in the advertisements did you find most effective in inducing emotional response?

Speaker2: [00:17:06] The tapping of of the fingernails and the crackling or the crisp sounds of of the product and the.

Speaker1: [00:17:19] Yeah. Were there any triggers that you find to be ineffective or unpleasant?

Speaker2: [00:17:26] The whispering. Yeah. The whispering is in effect, it's not unpleasant. It's pleasant, but it's ineffective in my case.

Speaker1: [00:17:35] Okay. Any unpleasant triggers. What? Any unpleasant triggers?

Speaker2: [00:17:44] No, I I it was only the dirty hands that were unpleasant for me. But, you know, concerning the triggers. No, nothing.

Speaker1: [00:17:56] How do you think your reaction to the ASMR triggers compares to the typical advertising methods? How is it different?

Speaker2: [00:18:06] Okay. The difference between the ASMR ads and normal typical ads. Yeah. Like your reaction.

Speaker1: [00:18:16] To those ads.

Speaker2: [00:18:17] Your attention.

Speaker1: [00:18:18] Your reaction to those ads.

Speaker2: [00:18:21] I didn't hear.

Speaker1: [00:18:22] I said, your reaction to those ads, how different it is from normal. Normal advertising.

Speaker2: [00:18:29] Well, normal advertising. You know, you're just watching stuff with your with your. You're not your sensory your senses are not that included or not that involved. Whereas ASMR advertising triggers your, your senses more and captivates you more than typical ads. So from my experience I think that ASMR videos can be more effective. Asmr ads can be more effective than, than normal ads because, you know, they catch your attention more and they I don't know how to articulate it. They attract you to to the product more than than normal videos or more than normal.

Speaker1: [00:19:23] Interested?

Speaker2: [00:19:25] I didn't hear the question.

Speaker1: [00:19:27] Do you feel more interested?

Speaker2: [00:19:29] Yeah. Yeah, I felt more interested in the product than on that. Okay.

Speaker1: [00:19:35] And has your perception of the brand changed after watching the ASMR ad, and in what way?

Speaker2: [00:19:46] Has my perception changed? I don't think my perception of the brand changed after watching the ASMR ad and I don't think that an ASMR ad can I'm not talking about these brands, only that you showed me. I'm talking in general. I don't think an ASMR ad is going to change my perception of the brand, but it's going to attract me to the product more. Okay.

Speaker1: [00:20:18] And how likely are you now to purchase the product featured in the ASMR ad?

Speaker2: [00:20:27] What's under very likely. Likely. More likely, yeah. Likely or more likely. Yeah. I'm more likely to purchase the product nowadays. Okay. I've connected with it. With it? Yeah. And because I feel a connection to the beer and to the chocolate.

Speaker1: [00:20:50] And would you prefer more ads to include ASMR elements in the future?

Speaker2: [00:20:58] Yes and no. Yes. Because they're very pleasant. And now, because it's going to become very redundant. Because if everyone uses ASMR, you know, the, the tingling and everything is going to feel normal with time. So it's not going to be that effective if we overuse it. Okay. So for me yes use it but use it moderately. Okay. So yeah.

Speaker1: [00:21:32] And do you think there are any specific types of products or brands that you think would benefit from using ASMR in their advertisements?

Speaker2: [00:21:44] Nothing comes to mind right now, but Beer ads are going to benefit benefit from that like drinks, beverages.

Speaker1: [00:21:56] Like beverages. Yeah.

Speaker2: [00:21:57] Beverages. Yeah. Yeah. Because, you know, the opening of a can of a bottle is, you know, you you hear the sound of that? Yeah. I don't know how you're going to

transcribe it, but good luck with that. You know, the sounds in beverages make it very compelling to watch an ASMR ads of a beverage. And also cars.

Speaker1: [00:22:26] Cars, you.

Speaker2: [00:22:27] Know, cars and motorcycles and all that stuff. I think they can benefit from ASMR.

Speaker1: [00:22:34] Okay, cool. So, yeah, that was it.

Asmr regular viewer 1

Speaker 1 [00:00:01] Okay. So, the first question is, but first I will, ask you I will tell you about Asmr. So just a quick definition. A similar or autonomous sensory meridian response. It's a sensory phenomenon characterized by pleasant, static like tingling sensation on the skin, often starting from the scalp and then potentially spreading to other parts of the body. The sensation is, typically induced by, stimuli such as focus, precise, just close personal attention or, specific audio stimuli like whispering, tapping. And it is associated with feelings of relaxation, with being when people seek out is smile to help with the relaxation system. So how familiar are you with, Asmr content before. Before like participating in this study.

Speaker 2 [00:01:03] Normally I, I think my first experience like with this kind of noise came from like social media because. Yeah, maybe in Instagram or YouTube. Yeah. It was, it started just by seeing some content with like these noises and then yeah, I figured out, okay, this is kind of a way of recording sound. So yeah, then it was just so pleasant. When I see some content like this, I just give it the time to go and listen to it. Yeah. Everything watching everything is.

Speaker 1 [00:01:41] Yeah. So the next question is also, like before, but I think you've already kind of answered it's like, can you describe any prior experiences you've had with a similar either in advertising or other media?

Speaker 2 [00:01:55] It's not something significant right now in my mind, but it's mostly regarding tech products, reviews and stuff like that Like new generations of products you see on commercials. Yeah. It always comes with these kind of sounds. Yeah. Like unboxing and stuff like that. Yeah. But it's not, significant for me right now, but it's mostly reminds me of, like, new tech, new products

Speaker 1 [00:02:25] how frequently do you interact with, a similar content?

Speaker 2 [00:02:34] Like I say, every day. Every day. Yeah. Like when I'm scrolling through social media, it's mostly happens on my screen time.

Speaker 1 [00:02:43] Okay, cool. So, now we can, watched, the videos and, later you can tell me about the reaction, on your videos. You can stop the the video if you want to tellMe how you feel. Okay. Now you can start watching the first one. Yeah.

Speaker 1 [00:04:07] So what do you think about it, like the emotions you have?

Speaker 2 [00:04:13] Yeah, I can say something. It's made me a little, like, nervous. I can describe it because with the sounds like the nature. I could hear the waterfall. Like the souds in the jungle. Yeah, that's what's nice. Also the moves on the tables and the like when she was moving the bottle on the table. Yeah, that was something. I don't know, it was positive, but with her vocal, with her, with her voice, it was, for me a bit like making me nervous. Like, not pleasant. Yeah. I mean, half of it was nice. Half of it was not very good

Speaker 1 [00:04:58] Okay,. And what was the nicest part?

Speaker 2 [00:05:02] Like the songs from The Nature. Okay. Yeah.

Speaker 1 [00:05:08] And what didn't you like and What made you nervous?

Speaker 2 [00:05:16] Yeah, the voice only.

Speaker 1 [00:05:18] Okay.

Speaker 2 [00:05:19] Because it was from in my right ear Then it went to the left. So I'm thinking it was so pushy on me, you know? Okay. Yeah. I didn't like it.

Speaker 1 [00:05:31] Okay, now we can watch the second video.

Speaker 2 [00:07:06] Okay. Question.

Speaker 1 [00:07:08] Yeah. It's also the same question. Like, how did you feel when you were watching the video? What was your reaction? Emotions.

Speaker 2 [00:07:15] In this one, I can say I have like a mixed feeling. Yeah. For example, the first part when she was preparing some foods, Chopping tomatoes, with the cooking, I was feeling that. Yeah. That's nice. I feel like I'm there. Yeah. It was like areal experience, you know, of the presence in that situation with the food It was nice. I felt that Oka. I like to try that food. It's nice. Yeah, but, when it went further when she was washing her hand. Yeah. Especially after like a while, like few seconds I feel thatThis is not very pleasant for me. I don't know when she was, you know Watching ya. Then when?

Speaker 1 [00:08:16] Why wasn't it pleasant?

Speaker 2 [00:08:18] Because just, I don't know I was a bit nervous maybe I was feeling like frustrated. But when the water came,the water was nice. Yeah. I start feeling better after I was hearing the sounds of water. Yeah, but yeah, at first it was good, Then it went to like a bad experience. Yeah, like making me nervous. And then it become normal again. Yeah, I have this kind of experience e,That's why I say I had a mixed feeling.

Speaker 1 [00:09:02] No we can maybe watch the third one. The last one. Here is done. Yeah. You know, also the same question like how do you feel about the watching the reaction?

Speaker 2 [00:11:02] And now I can come to like something like a conclusion. Yeah. When it comes, with the sounds of the surrounding, like stuff, like when two things like smash together or when something's breaks. For me, it's nice because I can feel that. Okay, I'm hearing the same things as if it happens around me like in a real situation, in that part is nice. But when it comes to Humans Like when someone speaks, someone whispers, I feel like, okay, this is is trying to push me to do something or distract me to a desirable situation. I don't like it. Yeah. I prefer, I prefer to hear something that is happening around me, not someone who is talking to me. Okay. But maybe, maybe at some points, I feel I'm going to like it because when it comes to an audiobook or something like that, maybe that feels better because it helps to like, say, the narrative of the story better, It's going to be like more understandable for me from that situation. But when it's only whispering, like saying something like this, no, it's just make me nervous. Yeah. When it when it has a human touch, I don't feel very well. But when it comes to the things, stuff around me, it's like a real experience, it's Pleasant for me.

Speaker 1 [00:12:40] Okay, cool. So now I'm going to ask, like, some general questions about, okay, everything. So like, after watching all those, Asmr advertisements, what was your immediate reaction like the immediate reaction that you had?

Speaker 2 [00:13:01] The one that I can recall most, it was like being nervous, like for a second experiencing that voice around me, People talking, Yeah. But also I have the sense of, like being present in a situation. Yeah. That was also very quick for me.

Speaker 1 [00:13:23] So no you have some emotions and then you can tell me during the viewing what was specific emotions. Did you feel okay And if there like any, any changes in the emotional state throughout the advertisement. So the question is, what was like, during the viewing, what specific emotions did you feel? And also, if you can describe, describe any changes in your emotional state throughout the advertisement?

Speaker 2 [00:14:00] Yeah. If I can start, maybe I can say that at some points I could felt annoyance And also maybe I'm not sure, maybe anger then I also have like a feeling of joy and also certainty when I was hearing the nature, the waterfall, the jungle. Yeah. I can say also Trust at some points because, yeah, it was, oh. I was hearing these noises, everything And I was seeing like a product in front of me in the video, So maybe a feeling of trust. I didn't felt something like fear if I want to say it more clear or I didn't feel it at all. Something like disgust, No, it didn't happen for me. But yeah, I can also say interest. Yeah. At some points, like with the food it was interesting for me. I was interested in the, the food itself. I'm hungry now. Yeah. Yeah, that's all I can see here.

Speaker 2 [00:15:27] But also feeling of frustration that's best Describe this situation When the girl was washing her. It was too long. And yeah, it's it has the same feels for me. But I wasn't angry No. But in total maybe I can say Feeling of happiness and sadness.

Speaker 1 [00:15:56] Both?

Speaker 2 [00:15:57] Both. Yeah. At some points Happiness and some point Sadness maybe. Yeah.

Speaker 1 [00:16:01] What made you like feel happy or sad?

Speaker 2 [00:16:06] I don't know just being, being present in that situation it's a sense of like happiness and joy for me it's, I can describe it in this way. But sadness, it could be it didn't happen to me but maybe at some points if I had some other videos or something I can say I would be close to being sad maybe, but it didn't happen truly here. Yeah that's it I can't recall something else, Peaceful, also

Speaker 1 [00:16:41] Also peaceful. Yeah.

Speaker 2 [00:16:43] You know maybe you can say that.

Speaker 1 [00:16:47] Moving on to the next question. So, could you describe, the level of pleasure or displeasure you experienced when watching the Asmr? And, what's specific elements of the advertisements made you feel this way?

Speaker 2 [00:17:12] I think I talked about most of them, but I'm going to just say them again. Yeah. I had bad feelings and good feelings at the same time.

Speaker 1 [00:17:20] Yeah. With pleasure and displeasure.

Speaker 2 [00:17:22] Yeah. Kind of Yeah. But, it's it's wasn't at the same time, it was like for me pleasure then changing situation to the next scene and Yeah, it was like a feeling of displeasure maybe. Yeah. If I want to be specific when it has like a human touch. People voice whispering like touching like this. it wasn't pleasant for me. But when it comes to something that is making a sound around you, it was kind of pleasant for me like.

Speaker 1 [00:17:58] Okay.

Speaker 2 [00:17:59] When you touch something and it makes some noise. Yeah. When you take the bottle to put it back, it makes some noise Yeah. That, was pleasant.

Speaker 1 [00:18:06] And you had this a feeling during watching the same ad, you had both feelings.

Speaker 2 [00:18:16] Exactly. Yeah.

Speaker 1 [00:18:18] And can you maybe say, like, what level? Like you could, like, for example, rated from 1 to 10. How pleasurable was it? Like how this pleasurable?

Speaker 2 [00:18:27] Yeah, I can see the level of displeasure was higher than the level of the pleasure for me. If I can say the pleasure was five, the displeasure was something 7 or 8 for me. Yeah. it was higher.

Speaker 1 [00:18:44] The displeasure was higher.

Speaker 2 [00:18:45] Yeah.

Speaker 1 [00:18:46] Okay.

Speaker 2 [00:18:47] In this specific video. Yeah. The displeasure for me was higher.

Speaker 1 [00:18:51] Okay, cool. Also now during the advertisement, did your level of excitement change, like, were there any moments where you were excited or other moments when you were feeling calm? Like, how did it change?

Speaker 2 [00:19:11] Yeah, it happens for me. It happened when it comes to the nature sounds or it changes to nice scenery, I can say it happens for me, like not so strong, but yeah, I could say I could feel it.

Speaker 1 [00:19:28] And you were like excited?

Speaker 2 [00:19:30] No, I was feeling calm. Excited,. To be honest, I didn't experience it being excited.

Speaker 1 [00:19:38] Okay. And, you said that, the moments where you felt that was with the nature, right?

Speaker 2 [00:19:50] Yeah.

Speaker 1 [00:19:50] Any other moments where you felt also calm?

Speaker 2 [00:19:54] The one with the nature and also, that we video with the water for the drink. Yeah. when, when I was hearing like opening the bottle. That sounds were also pleasing for me.

Speaker 1 [00:20:11] Okay. And you know just this question, how in control did you feel during your experience, with the asmr advertisement. So like, were there any moments where you felt that the advertisement guided your emotion or reaction more than you expected?

Speaker 2 [00:20:33] Yeah, it happened to me Exactly. When I told you that, I felt it's pushy on me Yeah. It's the same experience because I was feeling that They're going to push me not to do something but to grasp it, you know, to understand it. They wanted to, push me to like buy a product. At some point I felt they are pushing me. It was too much.

Speaker 1 [00:21:06] So at some point you were not in control.

Speaker 2 [00:21:10] I was in control. But I could feel it.

Speaker 1 [00:21:13] You could feel.

Speaker 2 [00:21:14] I could feel that this happening, But I was in control.

Speaker 1 [00:21:17] Okay. Overall, did you find the advertisements enjoyable or irritating?

Speaker 1 [00:21:38] You can say what you didn't like about it, for example.

Speaker 2 [00:21:41] I feel something in between. Yeah, I feel something in between because As I told you before, I'm watching these kind of videos every day, but I consume my own media, you know, my own favorite stuff, like, technology, like products, like new things. Yeah, in terms of that that's pleasant for me. But here at some points With handsoap I was feeling okay if I see these products on the shelf, I can say that I'm going to take it for sure, because I can recall it, but I'm not sure that I'm gonna buy that. That's happened for me.

Speaker 1 [00:22:29] Okay, now we will talk about, the triggers. I will explain what are asmr triggers briefly. So asmr triggers are specific stimuli that provoke the characteristic, tingling sensation of Asmr. These triggers, they vary among individuals, but commonly include sounds like whispering, tapping, crisp noises, or visual actions like, careful, deliberate movements, like slow movements and everything. So, in the context of advertising, these triggers y are used to create like a deep sense of calm and focus and, potentially enhancing the viewer's emotional connection to the brand. So now were there any specific elements or triggers, like from what I just described within the advertisement that stood out to you?

Speaker 2 [00:23:31] Yeah. Whispering was my worst experience. Yeah, I can say I don't like hear whispering like in this asmr sounds. But when it comes to tapping or like, you said something else.

Speaker 1 [00:23:44] The crisp sound.

Speaker 2 [00:23:45] Yeah. that's pleasant for me when. Yeah, these ones I could recall from the videos ,Clearly They were more pleasant for me.

Speaker 1 [00:24:00] Did you experience any tingling sensation when watching the smart video?

Speaker 2 [00:24:09] Yeah, with the whispers. Maybe that's why I don't like it.

Speaker 1 [00:24:13] Okay.

Speaker 2 [00:24:13] Yeah, because I felt it very close to my ears in my head. So I think I can say I felt that. Yeah, that that was something pleasant.

Speaker 1 [00:24:27] Was it like, continuous or. Was it, like intermittent?

Speaker 2 [00:24:39] No, not it wasn't continuous.

Speaker 1 [00:24:40] For how long did you feel it?

Speaker 2 [00:24:42] Just the moment it was happening. Just the exact moment I was hearing.

Speaker 1 [00:24:47] And where did you feel it? In your body?

Speaker 2 [00:24:50] Around my head With the Whispers. Yeah. And also, at some points with tapping, I could feel it in my fingers.

Speaker 1 [00:24:58] NAnd how strong was the tingling sensation? Was it strong or not very strong

Speaker 2 [00:25:13] I don't know it wasn't, like, very strong. It wasn't that strong. But I could feel it. Yeah, It was clear enough.

Speaker 1 [00:25:25] So, which, asmr in the Advertisement Did you find, like, most effective, inducing a sensory or emotional response?

Speaker 2 [00:25:40] Kind of a question, I guess.

Speaker 1 [00:25:42] I said, which asmr triggers did you find like most effective in inducing the emotional response like the most effective ones. And if you can describe the type of intensity

Speaker 2 [00:26:22] It's hard to answer.

Speaker 1 [00:26:34] You can also say all of them, or you can say whatever you think you know.

Speaker 2 [00:26:40] Oh, I can say. Tapping and the like crisp noises were like most affective to me.

Speaker 1 [00:27:12] And were there at the triggers that you found to be an effective, unpleasant.

Speaker 2 [00:27:16] Unpleasant. Yeah. With the voice, it was unpleasant, but, least effective. I can't say some of them were the most effective or least effective. It's hard for me to, like, rank them in this way, but I can say that some of them like whispering are unpleasant. Some of them are like more pleasant to me with the tapping, crisp sounds or also that actions that happens around you. Yeah, those are the pleasant ones for me.

Speaker 1 [00:27:57] So how do you think your reaction to the Asmr triggers, compares to, typical advertising methods?

Speaker 2 [00:28:11] The typical advertising methods. Like what?

Speaker 1 [00:28:14] Like, you know, video advertising and that are not using asmr ad using any kind of format.

Speaker 2 [00:28:21] Yeah, definitely. Definitely. I can say that this is more powerful, but, it has like two sides, good sides and bad sides because at some point it's going to be persuasive for me to go and buy that product. But it has also either side, if I feel that it's unpleasant, it's making me

nervous. So it's gonna stop me from buying that product, Or also at least unfollowing them, you know? Or not wanting to know more about What's that? What's happening there?

Speaker 1 [00:29:09] So, has perception of the brand changed after watching a similar advertisement?

Speaker 2 [00:29:20] Like the brands I saw? Yeah. I can say. Yeah, in the first one with the one with the beer it happened earlier It was nice, but with the chocolate Not at all.

Speaker 1 [00:29:36] Yeah. And like, in what way did it change. Like in a good way?

Speaker 2 [00:29:42] With the beer, It was good because at some points I was feeling okay. It's nice maybe to try this one but with the handsoap it changed.

Speaker 1 [00:29:53] With the handsoap it changed in a bad way?

Speaker 2 [00:29:55] Yeah. In a bad way.

Speaker 1 [00:29:57] And with the chocolate, how was it with the chocolate?

Speaker 2 [00:30:00] I Nothing happened to me. Yeah, I wasn't interested. It's just something not positive Not negative. Yeah.

Speaker 1 [00:30:07] All right. And, do you feel more connected to the brand after experiencing the Asmr? Advertisement?

Speaker 2 [00:30:15] After experiencing No, but if I get the products and I get the same feeling Nice feeling. That can happen.

Speaker 1 [00:30:24] Okay. And, how likely are you, now to purchase the product featured the advertisement.

Speaker 2 [00:30:46] Yeah, maybe. Maybe with a beer, If I see it somewhere. Yeah. I'm going to try.

Speaker 1 [00:30:50] I okay.

Speaker 2 [00:30:52] It's not something like that I'm trying to find and try it. It's not that. But if I see it somewhere by accident I can try it.

Speaker 1 [00:31:00] Okay, so, how does, for example, since you see asmr videos regularly? How does the Asmr in these advertisements compare to your usual Asmr experiences?

Speaker 2 [00:31:20] Yeah, it was a bit different because now I got this impression that I'm just experiencing the one that like. You know, I like when it comes to unboxing of the products because it doesn't involve someone talking, It's just the sounds Of things around you. I never, I never used to listen something with human voices. I do listen to like podcast audiobooks, Some of them are like making some Asmr sound. In some points that's pleasant for me. But normally I'm leaning more toward the things that I like.

Speaker 1 [00:32:08] Yeah. Okay. That makes sense.

Speaker 2 [00:32:11] Yeah.

Speaker 1 [00:32:12] And, would you prefer more advertising to include asmr elements in the future. Why?

Speaker 2 [00:32:21] Because now you get most of your shopping's online. So, you don't go to the shop, you don't have that feeling, you don't touch it before. So you want to know, how does it sounds, how does it feel. So it's like the closest experience.

Speaker 1 [00:32:41] Yeah. So you feel like you're in there like it's immersive.

Speaker 2 [00:32:45] It's not the exact same thing. But it's the most thing I can see.

Speaker 1 [00:32:49] Yeah. Okay. And are there any specific type of products or brands that you think would benefit from using asmr ads?

Speaker 2 [00:33:02] I feel it was nice. I saw that video of the food. Yeah. I told you that was, that was pleasant for me. But I'm not watching that kind of videos a lot because I don't know, I don't know why. It just happened to me. it was good. But I don't know if I'm going to like watch more videos like this later on, but with some products like bottle something involved like Glasses, That sounds. Yeah.

Speaker 1 [00:33:40] you think are there any brands that can benefit from amr advertising, any brand that, you know that would come to your mind.

Speaker 2 [00:33:49] Something, something that comes with beverages maybe like.

Speaker 1 [00:33:54] You can say the name of the brand, it's okay.

Speaker 2 [00:33:57] Maybe like.

Speaker 2 [00:33:59] For, like drinks , beverages, cold drinks. Some things that come in cans, bottles is pleasant for me or tech products, like laptops, smartphones stuff Like this it's nice, but with food, maybe not that much. I mostly prefer like somethings that is technology related. But with food not that much

Speaker 1 [00:34:35] So I think that's it That was the last question.

Asmr regular viewer 2

Speaker 1 [00:00:01] Yeah. Let's go. And now you can watch the maybe the first video and, you can let me know what you feel, about, your general impression about the video, if you have any emotions.

Speaker 2 [00:00:17] Yes, I do. For the first video, I would say that I felt so peaceful and I was satisfied like the combination between the colors and the sounds is So perfect, So crisp and clean. This is for the first video.

Speaker 1 [00:00:52]. You can just watch the second video if you get any feelings you can always post the video. Let me know how you feel and then watch the video the rest of the video again or whatever. Okay.

Speaker 2 [00:02:01] for the second video, First, actually I could smell the chocolates just hearing it.And then when she touches the packaging I could feel the tingling on my skin. The whispers make Those videos so soothing, you feel soothed, I feel more comfortable, and I trust the person. You may be stressed but when you her that voice it soothes you. It's more like a comfortable feeling than a relaxing feeling.

The eating part is so satisfying, Because When you are watching this, the only thing you think about is like, I wanted to eat that chocolate. And when she does eat it, it feels like I was the one who ate it.

The difference between those two videos is that the first one is so short and They focused a lot on her More than the Actual product. the chocolate is great because they really focus on the product more than anything else. And the fact they added a lot of whispering Was great because The first one it didn't have a lot of whispering sounds

Speaker 2 [00:07:59] This second one is weird, actually, When she was touching the meat, It sounded so weird I didn't like this sound Because It's sticky.

Speaker 1 And was it disgusting or just the sound was making you feel uncomfortable?

Speaker 2 [00:08:51] No, Not disgusted. It was. just, like there's no comfort, the thighs she touches feels sticky

Speaker 1 [00:09:04] Okay. Okay. And you don't like the stickiness of the food?

Speaker 2 [00:09:09] Maybe it's me, I don't like the stickiness.

Speaker 2 [00:09:23] I noticed that the sounds moves, it's great.

Speaker 1 [00:09:34] From the left to the right ?

Speaker 2 [00:09:55] The sound of water is so satisfying.

Speaker 1 [00:10:01] Okay. All right.

Speaker 2 [00:10:30] Again the washing part. You can hear that sticky sound, it's uncomfortable.

Speaker 1 [00:10:39] So you didn't like the washing ?

Speaker 2 [00:10:47] it's sticky and this Stickiness, I don't like it.

Speaker 1 [00:10:52] Okay.

Speaker 2 [00:11:39] I don't know how to describe this, it has a lot of information. At first it's about food and then water and then the sticky washing hands, then the smelling.

] I don't know how to like describe it. It was good. It has a lot of Sounds, but I will stick to the chocolate one, like it the most. I think it's balanced but This one is not balanced, and the first one is short. And for the washing video at first You are actually confused and it will take you a lot of time to actually understand the product they are Talking about. at first you wouldn't even guess it's a handwash. So you need a lot of time to know actually What's the product. It is also too long and not satisfying.

Speaker 1 [00:13:50] And what makes it not satisfying?

Speaker 2 [00:13:55] Because you focus more on finding what it is about more than focusing on The sounds and images, There's a lot of this distraction, but I don't know what is. I am looking at it but I'm trying to understand it. And you miss the purpose of the video which is being immersed

Speaker 1 [00:14:39] And you're not immersed?

Speaker 2 No.

Speaker 1 And with the other ones?

Speaker 2 [00:14:45] the other 2 are good, I achieved the purpose.

Speaker 1 [00:15:05] I will just ask you the first questions that I asked you, in the beginning, one more time, because I didn't record them. It's just like, the first question is like, how familiar, are you with asmr content as you mentioned, like the range and your frequent interaction with, with the videos, like, how is it?

Speaker 2 [00:15:43] I would say that I watch them Once a day. Because I actually like watching.

Speaker 1 [00:16:00] And like before now watching those videos. do you have any prior experience with Asmr. Like where do you watch them, what kind of videos you like to watch?

Speaker 2 [00:16:18] I usually use YouTube to watch them. I watch a lot of asmr About wood, eating Specifically. And then I also like to watch people making art and using like those ceramics.

Speaker 1 [00:16:50] Have you seen the Bob Ross videos? You know, Bob Ross is like American painter who does Asmr. He was one of the first.

Speaker 2 [00:16:58] Yes, yes I do. Yeah. Sometimes. Yes, I, I actually enjoy watching those types of videos People making something. Maybe people repairing something.

Speaker 1 [00:17:18] What about unboxing videos?

Speaker 2 [00:17:22] Yes I do yes. But it's not as interesting as. When I watch someone making art.

Speaker 1 [00:17:34] Nice. Now we just going to ask you, like, more question about the Asmr Advertisements. So what was your immediate reaction when you watch the Asmr Advertisement? Like the immediate reaction?

Speaker 2 [00:17:54] I was happy. Like the first reaction I got is smiling because I love watching those videos. And then they all gave me the that feeling of Satisfaction.Yes. That's the first impression I got

Speaker 1 [00:18:21] And during the viewing and watching the whole video. Which emotions did you feel? And were there any changes in your emotional state through watching the advertisement? And you can use the picture I sent you of the emotions and tell me which specific emotions you felt and, how the, emotional state changed.

Speaker 2 [00:18:53] I think those feelings are. And it's difficult to so actually use that wheel to Describe how It feels.

Speaker 1 [00:19:22] Anything you like. Just a little bit relatable or close,

Speaker 2 [00:19:31] The first one, I felt joy at first and then serenity, It was so peaceful And common. The second one I would say I felt Trust. I told you that. Yes. She had, like, a comforting, like whispers. And then a lot of joy.

The Last one at first, I was happy But then I feel like Something annoying, The sticky noise, And I was lost. A bit lost and confused.

Speaker 1 [00:20:44] Okay, now I'm just going to ask you another question. Could you describe the level of pleasure or displeasure you experienced during the Asmr ad? Like was it very pleasurable or were you feeling displeasure. And like how strong was it like, did you feel a lot of pleasure maybe or just a little bit. Also the same if you felt displeasure.

Speaker 2 [00:21:10] The two first ones were really pleasurable to watch them especially the second one. The third one wasn't pleasurable. Okay, I got some pleasure. But then it wasn't, I would say 40% for pleasure and 60 displeasure

Speaker 1 [00:22:44] Okay. And what what are the elements, of the advertisement that made you feel, this way, like pleasure or displeasure?

Speaker 2 [00:22:59] For the pleasure. I would say the colors, images, combination with the sound, The same for the one that I didn't like, It's about the sounds and what I see also. Sometimes what you see and Hear is so balanced, But then sometimes it's not, I don't know how to explain it. It's always the combination between the sounds and what I see. I can't explain this, It's either good or bad.

Speaker 1 [00:25:26] it's like if this sounds and the colors and the movements if they match, they could be good Or could be bad ?

Speaker 2 [00:25:37] If I can actually feel them, I'm happy. But if I can't and my brain can't feel that sound with the image combined, I can't like it. It should be synchronized I should feel immersed like I'm with them, If I get that feeling it means that I would get a lot of pleasure, if not its done.

Speaker 1 [00:27:09] Okay, now the next question is during the advertisement, did your, level of excitement change, like, were there any moments where you felt either excited or calm?

Speaker 2 [00:27:42] No, I was excited at first before watching the video because I was expecting it.

The first two are really exciting. Especially the second one. I loved it. And then it became like gave me that feeling of calmness especially the first one.

Speaker 1 [00:28:20] Okay. And why the first one? Because of, like what?

Speaker 2 [00:28:28] It was. Maybe because it was short and. She didn't move a lot. It didn't have a lot of movement and the sounds were not too loud and the woman also has that calming effect.

Speaker 1 [00:28:59] And did the surroundings also play an effect on it ?

Speaker 2 [00:29:03] Yes, the images and everything was so calming, and her aura too, you feel she's so calm.

Speaker 1 [00:29:26] Next question. Okay. Did, any aspects of the Asmr advertisement make you feel, like, particularly relaxed or stressed?

Speaker 2 [00:29:45] Relaxed yes but not stressed.

Speaker 1 [00:29:55], how in control did you feel during your experience with the Asmr advertisement? were there moments where you felt that the advertisement guided your emotions or reactions more than you expected?

Speaker 2 [00:30:22] In the last one, I was expecting something and it didn't turn out As I wanted, I felt a bit of discomfort, and I was lost. The others weren't like that they were Looking good.

Speaker 1 [00:30:50] So like the first ones you were in control of your emotions. But the last one of safeguard you were not in control of emotion was like guiding you.

Speaker 2 [00:30:59] I because, I stopped knowing what to expect, like I was lost.

Speaker 1 [00:31:09] Okay. And now, for the last question regarding the advertisements. Did you find the Asmr advertisements enjoyable or irritating? And, why or what did you or didn't like about it?

Speaker 2 [00:33:13] the first two videos there were really enjoyable, I have Nothing bad to say about them. The last one I don't know if I should say It was irritating or feeling a kind of discomfort. Why? Because, it has, sounds that I didn't like, The sticky sound And then the fact that I didn't understand the whole idea.

Speaker 1 [00:34:11] Now we were going to talk about the Asmr triggers. First I will explain what are the Asmr triggers. And then just going to ask you a few questions about it. So the Asmr triggers are like specific stimuli that provoke is the stimulate the provoke the tingling sensation, you know and the triggers, they can they can vary among individuals. Sometimes it could be the whispering, it could be the tapping, it could be the crisp noises. It can also be the visual action, like the slow, careful, movements and everything. So if in advertising, the these triggers, they use them like to create, a deep sense of calm and focus and, so they can enhance the viewer emotional, connection to the advertisement. So, this is about similar triggers. So the first question is, were there any specific, elements or triggers that stood out to you that you, like, really liked, hearing or.

Speaker 2 [00:35:25] Yes, yes, yes like I said I like the whispering Like I could feel it here in my head and around my ears, As if she was here with me, it really comfortable and comforting and soothing. Soothing can mean calming I think.
And, when she started using her nails on the packaging, I could feel it's on my skin.
The third One, The stick sound I could feel it on my teeth, each time it was sticky I was glitching my jaw Because of the Stickiness. Because I don't like that sound. So I am not comfortable I always glitch my jaw And this is the feeling I felt when she was washing and touching that octopus.

Speaker 1 [00:37:04] As the the video is from like a brand is, it's like advertisement for the Philippines. So maybe it's more related to their culture I think. So that's why it was like this. But it doesn't matter. I need to watch the first one again, I feel something more here in my heart, It's so peaceful and calming.

Speaker 1 [00:39:49] Okay. So the triggers you said you liked are the whispering and the tapping. Those are the triggers that stood out to you the most. you mentioned before that you experienced tingling sensation. Right.

Speaker 2 [00:40:15] I felt the tingling on my skin, and the whispering I felt it around my head and close to my ears.

Speaker 1 [00:40:38] And For how long was it?

Speaker 2 [00:40:45] Just a few seconds.

Speaker 1 [00:40:47]. And was it continuous or like intermittent?

Speaker 2 [00:40:55] I felt it while listening to that same sound, when the sound ends it ends.

Speaker 1 [00:41:06] when you listen to a specific trigger, like whispering or tapping you feel it continuously. But once it stops, you stop feeling the tingling sensation.

Speaker 2 [00:41:19] Exactly. Yes.

Speaker 1 [00:41:21] And if you can like describe how strong it was. Was it like very strong or like so-so.

Speaker 2 [00:41:29] it was comfortable, It's not a bad thing, it's Enjoyable.

Speaker 1 [00:41:42] And, which of these Asmr triggers Do you find, like, the most effective that, induce the emotional response from you?

Speaker 2 [00:42:12] I would say the tingling. When I feel that tingling feeling it means that I'm really immersed. I'm really feeling what I should feel about that video.

Speaker 1 [00:42:38] And the effect was caused by, which triggers you said ?

Speaker 2 [00:42:45] The sound of tapping the nails On the bottle.

Speaker 1 [00:42:59] Okay. And were there any triggers that you found, ineffective or unpleasant?

Speaker 2 [00:43:54] I don't know, I can't answer you because the three videos are short. But the only unpleasant, trigger I got is from the sticky sound.

Speaker 1 [00:44:18] And, how do you think your reaction to, Asmr triggers compares to the typical advertising methods?

Speaker 2 [00:44:32] I prefer to use of asmr ver simple ads it's more effective

Speaker 1 [00:44:49] And. Okay, now, just a few more questions, about the brand, you know, attitude. Has your perception of the brand changed after watching the advertisement?

Speaker 2 [00:45:06] The brands, I don't use them. It's not about the name but the fact that they are using asmr it means that they are trying to get to people in an emotional way and touch them because those videos are emotionally based, but it's a good thing because they are trying to understand people more.

Speaker 1 [00:46:47] And how do you feel about the brand. Do you have like a positive feeling about the brand or negative?

Speaker 2 [00:46:56] Yes I do see it as a positive thing to switch to this type of ads instead of the normal ads.

Speaker 1 [00:47:09] And for the product safeguard, the video that you didn't like because of the stickiness, Do you also have positive feeling towards that brand or no?

Speaker 2 [00:47:25] No. I have no feelings toward the brand, but They did a bad job.

Speaker 1 [00:47:32] Okay.

Speaker 2 [00:47:37] It wasn't effective but personally if I had to buy something, I would buy something using that type of ads than using normal ads, because it feels more connected to me.

Speaker 1 [00:47:56] So do you feel more connected to the brand after experiencing the asmr ad?

Speaker 2 [00:48:08] they are trying to connect to us, it's like when you know that that person or that brand is trying hard to connect on a Deeper level to others it means that they are worth buying it.

Speaker 1 [00:48:30] This one I think you already answered. I'm just going to ask you again like how likely are you now to purchase the product. featured in the advertisement. Like, would use usage in a shelf when shopping or doing the groceries. Would you buy it or.

Speaker 2 [00:48:51] I would buy it, especially like the chocolate one. I would love to try it.

Speaker 1 [00:49:04] Okay. Now since you watch asmr videos a lot. How does the Asmr advertisement compare to your usual Asmr experience that you watch usually?

Speaker 2 [00:49:28] They are shorter and Have a purpose Compared to the other ones. You watch them and you know that they are trying to sell you a product. But the other ones are common And you know the that Those people aren't necessarily trying to sell you something that's The difference.

Speaker 1 [00:50:07] Okay. Last two questions. would you prefer like more advertisement. To include, Asmr elements in the future?

Speaker 2 [00:50:18] Yes of course.

Speaker 1 [00:50:22] and why?

Speaker 2 [00:50:28] It's the I will say the same thing. Because it's triggering to us and it feels like closer to us and more human, than just showing us a product and saying it's good. It's like you can see the product in its natural habitat, and You can you feel that it's real. Same as the chocolate I would Like to taste it just because of the sound.

Speaker 1 [00:51:19] I see. So the last question. Is there any types of products or brands that you think, would benefit from using Asmr in their advertisements?

Speaker 2 [00:51:31] Yes. Yes, yes. Cosmetics and anything related to food and handmade products like making soap, Any products that you can make it with hands would Benefit from that.

Speaker 1 [00:52:52] Okay. Sorry. That was the last question.

Asmr regular viewer 3

Speaker 1 [00:00:00] The record. Yeah. Here. So. Yeah. So I was saying, so I have to, studied, the impact of the smart ads on the consumer behavior, and I need to do, like, interviews with, people who watch Asmr, videos regularly and, people who don't or not, who have never heard about it, because there's a lot of people, when I tell them Asmr, they can be like, what is this ? and Kouki told me that you listen to, you like, listening and watching the Asmr videos. So, like, how familiar are you with it? Like, what is, like, your frequent interaction, with it, like, how many times a week or a month or maybe every day?

Speaker 2 [00:00:55] I don't know, like, I'm not crazy about it But, whenever a video comes up on social media I watch it, one thing on Instagram comes the entire feed is full of asmr.

Speaker 1 [00:01:07] Yeah.

Speaker 2 [00:01:08] The obsession goes away in like 2 or 3 days and then it comes back again.

Speaker 1 [00:01:11] So yeah okay okay good. Because yeah I was interviewing yesterday a friend of mine and she like literally watched him every day. Every night before she goes to sleep. She just plays them before she goes to sleep. She's like, very obsessed about them. But yeah, because the thing is, so I'm just going to give you a quick definition that I have of Asmr. So just to have like an idea. So the Asmr and it's, which means like autonomous sensory meridian response, it's a sensory phenomenon, characterized by a pleasant and, like, tingling sensation on the skin. Often, people who experience this, they say that it can, like, starts from the scalp and then potentially spreading to other parts of the, of the body. The sensation can be like, induced by a stimuli such as, like, focus. Pretty precise tasks. The close personal attention, slow movements, careful, you know, movements also. And also some specific audio stimuli, like whispering, tapping. And they're like, associated with the feelings of relaxation and well-being and, people, they seek to those videos because it helps them relax and, release the stress and everything. So, yeah. Can you maybe describe, like, your previous experiences with, you had with Asmr before or like other media, either in advertising or like other, videos? Like

what kind of videos do you watch usually and, maybe on which platforms?

Speaker 2 [00:02:51] Skincare and food usually on Instagram.

Speaker 1 [00:02:56] Yeah.

Speaker 2 [00:02:58] I don't know, like, how do you like to describe it? It's just I feel like they caught my attention. It's like, oh, that was good. I don't know, satisfaction, pleasure. But I'm trying to remember me feeling tingling sensation. I don't think I ever felt that

Speaker 1 [00:03:15] Know, you don't really feel that?

Speaker 2 [00:03:18] Not much physical. I don't know maybe mental or emotional

Speaker 1 [00:03:22] Emotional I understand. Yeah. Not all people, have the tingling sensation sometimes. Also, I think it depends on the intensity of, of the sounds and everything. So, first, I don't know if you have the link. Can you see the link, or do you want me to do I can send you the link here in the chat if you want.

Speaker 2 [00:03:52] Oh, I have them already. I have my headphones so I can watch them.

Speaker 1 [00:03:56] Yeah, sure.

Speaker 2 [00:03:59] Yeah.

Speaker 1 [00:04:01] So first off, like how are we going to do it is like you can play, like the videos. And while playing the videos, if you have like a feeling or an emotion that you felt, you can like maybe pause the video, tell me about it, and then, play the video again, maybe after, each video you can give me, like, an impression or like, whatever you felt about it, we first you can watch, like, the three videos and do the same for each one of them. And then after watching them I'm just going to ask you, like, some, questions about it. Couple of, like, I think around 20 questions or so, and. Yeah. That's it

Speaker 2 [00:04:44] Perfect. How do I keep track of those? One is enough.

Speaker 1 [00:04:55] You can. You can keep both. I think it's better for the experience. Maybe.

Speaker 2 [00:05:00] Okay. Okay, I start now. Yeah. Do I pick any video of the first link.

Speaker 1 [00:05:21] Yeah. Which maybe I. It's better if I send you the exact video. It's like a 45, seconds, video.

Speaker 2 [00:05:35] Okay, okay. The one with the girl, right? Yeah.

Speaker 1 [00:05:38] It's like 1.2 million views, like five years ago, if you can see in the description.

Speaker 2 [00:06:35] Beautiful, I like this one a lot. Usually there are parts in asmr that I don't like but This one was good.

Speaker 1 [00:06:43] Okay. Okay. Nice.

Speaker 2 [00:06:46] her voice was, soothing, It was the right intensity because sometimes the voices are so loud, I'm like please stop talking, but, this was good, Her voice.

Speaker 1 [00:06:57] Okay. Nice. So you really like the whispering.

Speaker 2 [00:07:15] Okay, I start the second.

Speaker 1 [00:07:17] Okay.

Speaker 2 [00:09:09] Okay, but I didn't like that one.

Speaker 1 [00:09:11] You didn't like it? Why?

Speaker 2 [00:09:15] Because I wasn't comfortable with so much with the mushy sounds. It was very mushy And, I don't know, maybe I was expecting something else to hear, maybe when they're cooking and stuff, I expected like more suitable sounds but this one it didn't fit I was watching.

Speaker 1 [00:09:37] Which, which sounds Didn't you like ?

Speaker 2 [00:09:40] Like when she was putting the rice, putting up the rice together. When she was putting the chicken on the rice. And mainly the hand washing.

Speaker 1 [00:09:50] And, what about your overall impression on the ad?

Speaker 2 [00:10:04] I didn't like it. Like under a rating scale I'd give it a 5.5.

Speaker 1 Okay, Thank you. Yeah. And now you can maybe watch the third one. Also, if you have any specific emotions, you can pause the video, let me know something.

Speaker 2 [00:10:25] I didn't finish the last video.

Speaker 1 [00:10:27] Are you still watching the second one? Video?

Speaker 2 [00:10:29] Yeah, but I have to watch it all ?

Speaker 1 [00:10:35] Yeah, if you want to watch it all, it's better. But if you feel uncomfortable and you don't want.

Speaker 2 [00:10:40] I Got bored. I was like mmmm She's watching her hands for too long

Speaker 1 [00:10:45] Yeah. So you think the washing of the hand was too long? You didn't really like it. you Didn't like the water or like the sound of the of the washing and.

Speaker 2 [00:10:57] Both.

Speaker 1 [00:10:58] Both. Okay.

Speaker 2 [00:11:00] Usually I'm interested in these because they're quite quick. You know, like I'm saying that because I, like I told you, I like to skincare videos. So, like, one time she's opening it and then the other time she's already doing it, the next she's washing it. So it's pretty quick. It's fun to watch but long ones. I'm not so into

Speaker 1 [00:11:20] Yeah. Interesting. Very interesting.

Speaker 2 [00:11:56] Okay. No.

Speaker 1 [00:11:58] Okay, okay. Okay. Any more impressions or something on the video? No. Okay. Now we can maybe move on to the next one. It's Lindt chocolate ASMR.

Speaker 2 [00:12:15] Expensive chocolate chip.

Speaker 1 [00:12:17] You know? So it's also, you know, same as the previous videos. And if you have any specific emotion, you can let me know, pause otherwise, in the end, you can tell me your impression. Yeah. Just feel free.

Speaker 2 [00:12:30] Okay. Nice.

Speaker 1 [00:14:52] Nice. You like it?

Speaker 2 [00:14:54] I like it yeah. for the comments, I have good and bad comments. Good comments is that chocolate, I love chocolate, so I was kind of expecting a good video to start with. And then it ended up being good, such a good ad for me. What I didn't like was when she was speaking because I either watch speaking Asmr, Or action when they're doing something asmr but when they're mixing it up I don't really like that.

Speaker 1 [00:15:27] Okay.

Speaker 2 [00:15:28] Like either or. And again it was too slow.

Speaker 1 [00:15:32] too slow.

Speaker 2 [00:15:34] Like, yeah I would have watched a 1 minute video, but not a two minute 47.

Speaker 1 [00:15:39] Yeah. So you prefer watching shorter videos than long ones?

Speaker 2 [00:15:45] Yeah, because I would get bored.

Speaker 1 [00:15:47] Okay, okay. Yeah.

Speaker 2 [00:15:49] But maybe that's just my adhd speaking.

Speaker 1 [00:15:52] Yeah, and I understand. I understand it's pretty normal. Yeah. I think for me, it's the same. I don't like watching, very, very, like, long videos. I also prefer when it's, like, short and, different like triggers, different sounds every time than one long. Yeah. It's true.

Speaker 2 [00:16:13] Exactly the same for me.

Speaker 1 [00:16:15] Yeah. Okay. Now I'm just going to ask you questions about your reaction and response to the advertisement. So the first question is like, what was your immediate reaction when you watched the asmr ad, By the way, do you have do you have the questions? Yeah, I have just if you want to, like, have a look. So you, you can follow along with me and. Yeah.

Speaker 2 [00:16:50] I've seen them already. Yeah.

Speaker 1 [00:16:51] Okay. So, yeah, the first one was like. What was your immediate reaction when you, like, watched the Asmara Jasmine's?

Speaker 2 [00:17:00] I was excited. Because I love watching these videos. And then the more the video progressed the more it grabbed my attention. That was my immediate reaction.

Speaker 1 [00:17:12] Yeah. And that was for like almost all the videos?

Speaker 2 [00:17:18] the first one and the last, the second one, I wasn't so interested in so I didn't want to invest in so much

Speaker 1 [00:17:27] allright And, I don't know, this, cookie sent you, like, a picture, of, emotions. Like an emotion with a colorful picture and then another picture. So, can you, like, during the viewing of those, ads, can you maybe relate to the, like, any specific, emotions? Like, did you feel that's from the, the picture, if you can. Like, is there anyone's relate to them? And also, were there like, any change of the emotional states through the advertisements?

Speaker 2 [00:18:02] Yeah. There has been changes. I was again fulfilled in the beginning,. Optimistic and pleased.

Speaker 1 [00:18:13] Optimistic.

Speaker 2 [00:18:15] Yeah. for like example the chocolate video. What are they going to show us. And then towards the end for example I was feeling jealous because I wanted a chocolate. My mouth is watering a little bit.

Speaker 1 [00:18:32] Thing is that and those feelings they were for the third video. The chocolate one.

Speaker 2 [00:18:40] Yes. Yeah. Do you want me to tell you for each video?

Speaker 1 [00:18:43] Yeah, if you can. If you still remember, it would be better.

Speaker 2 [00:18:45] Okay, sure. Okay. Okay. Okay. Let's see. Okay. The first video was about beer, right?

Speaker 1 [00:19:09] Yeah. Okay. I don't know if you consume, beer or. No. Maybe if you don't consume beer, but, you probably wouldn't relate a lot. But still, if you have, like, any specific emotions you want, you can steal them.

Speaker 2 [00:19:26] Yeah. And I have to be from these.

Speaker 1 [00:19:30] Yeah, if you can. But if there's other ones that are not there, you can also state them as well. Okay.

Speaker 2 [00:19:37] Okay I found serenity for the beer video because of the water and the sound. I felt that, yeah. Okay, I was ecstatic even though I don't drink, I was ecstatic for a feeling. Yeah That first video was really good. I liked it a lot, it sounds very peaceful I felt fulfilled so It's good. The second one, though. I felt helpless.

Speaker 1 [00:20:11] Helpless?

Speaker 2 [00:20:13] Yeah.

Speaker 1 [00:20:14] Why? Do you know? Like why you felt this way?

Speaker 2 [00:20:18] Yeah. Like I wanted to do the cutting instead, you know? And I wanted her to wash your hands faster. Maybe irritated a little bit. And it wasn't that bad of a video I also liked it. So I was a little bit happy watching it.

Speaker 1 [00:20:42] The that's for also the for the second video right. For the. Yeah. washing. Yeah. And when did you feel like the happiness. Exactly. You remember ?

Speaker 2 [00:20:55] At the beginning was good before she started cutting and mixing Everything up together with the washing.

Speaker 1 [00:21:02] Yeah. okay So now I will just move on. You know, sometimes it may feel like, the questions are just and maybe are the same, or like, you have, like, the same answer, but it's okay. You know? Just say it again one more time. Even if you feel like you're saying the same answer, like more than one time its no worries. Okay, So yeah, the next question is about like the level. Like if you can describe the level of, pleasure or displeasure you experienced during the Asmr and maybe like, which, elements made you feel this way, either, like, very pleasurable or displeasure or whatever.

Speaker 2 [00:21:51] They are variable, depending on the video. For example, the first one was really good. Like I would give it a 9.5, the sounds it was calm I like calm I don't like loud, it wasn't too slow that it pissed me off. And it wasn't so fast that I couldn't get to experience.

Speaker 1 [00:22:10] Okay.

Speaker 2 [00:22:11] I Like the external sounds like the water and the way she was twisting the bottle. Yeah. So that was good for me. Yes. The second one was as I told you 5.5, the level of pleasure was okay, And I didn't like mixing everything, Either do a cooking video or do a washing video. You're just mixing for no reason. I mean I wouldn't be interested to watch so long. And the last one is like an eight out of ten I wanted more action.

Speaker 1 [00:22:50] And, overall, you felt more pleasure than displeasure, through the the videos. And for the second one was also more pleasure than displeasure. Was like, more displeasure than pleasure.

Speaker 2 [00:23:08] The second one, the second one was neutral for me to be honest.

Speaker 1 [00:23:11] Okay..

Speaker 2 [00:23:12] Can I say Neutral?

Speaker 1 [00:23:13] Yeah. Of course, of course. Okay. So always feel free. it's not like something very guided. So there's like no guidance, no boundaries. Just whatever you feel you can express. It doesn't matter.

Speaker 2 [00:23:27] Okay. Thank you.

Speaker 1 [00:23:28] Yeah. Thank you. Okay. For the next, question is about, the level of excitement change. So were there, like, any moments where you felt, like, particularly excited or calm?

Speaker 2 [00:23:46] In the last video I can say the most, was really excited and didn't live up to my expectations because I wanted to hear more of their chocolate. Like her cutting the chocolate or eating the chocolate or unpacking the chocolate, for example.

Speaker 1 [00:24:09] And were there like any moments where you felt calm when watching the the videos?

Speaker 2 [00:24:16] Yeah, yeah, yeah, there was when It wasn't too loud. Like the sound is really important for me.

Speaker 1 [00:24:22] Okay Cool. And did any aspects of the of the Asmr as that made you feel particularly relaxed or maybe stressed?

Speaker 2 [00:24:36] Yeah. Like, relaxed when they were again with the water. It was calm. When she was speaking softly into the mic that was really nice. stressed The handwashing.

Speaker 1 [00:24:50] The handwashing. Okay.

Speaker 2 [00:24:52] She thought she was stressed.

Speaker 1 [00:24:55] You traumatized by the hand-washing?

Speaker 2 [00:24:59] Yeah, yeah. More or less.

Speaker 1 [00:25:03] Okay, so now for the next question is like, how in control did you feel during the experience of the Asmr? And were there any moments where you felt that the ad, guided your emotions, or your reaction, more than you expected?

Speaker 2 [00:25:22] I didn't feel in control at all, no. And that was what was irritating me I guess, t I couldn't really jump up and do something instead of them. And that's for all the videos. I felt helpless, like I couldn't do it. But the videos that were good, like the first and the third one were okay. So I didn't feel the need to do something about it. It was a pleasurable experience, but still I felt like I wasn't in control of.

Speaker 1 [00:25:54] Nice. Did you find overall the Asmr advertisements, were they, like, enjoyable or irritating and maybe like, why? What did you like or didn't like about it?

Speaker 2 [00:26:13] Mostly enjoyable because I like the experience. And, I liked the topics that were presented. But if it was something else like someone studying and flipping over pages. I

wouldn't be interested in that, So I wouldn't have anticipated a good video. Yeah, but they were topics that I liked so I enjoyed the videos more.

Speaker 1 [00:26:41] Okay. Thank you. Now, I'm gonna ask you a few questions about the asmr triggers. So first, I'm just gonna explain, what the smart triggers are, and then I'm gonna ask you a few questions about it. So the asmr triggers are, like, some specific stimuli that provoke the characteristic of the tingling sensation of asmr. These triggers, they can vary among individuals, and, they commonly include Sounds like the whispering, the tapping, the crisp, the crisp, sound, the noises. And also some visual actions, like the slow, careful movements. in the context of advertising, these triggers are used to like, create a deep sense of calm and focus and also to enhance the viewer's emotional connection to the ad. Okay. I hope it's clear. Yeah. So were there like any specific elements or triggers in the advertisement that like really stood out to you.

Speaker 2 [00:27:49] In all the videos there were. In the first video the bottle rolling. the second video handwashing. the last video when she was like tapping with her nails on the Chocolate bar And then when she took off a piece.

Speaker 1 [00:28:10] Yeah. Yeah. Yeah. Snap. And yeah there's the like the crisp sounds and the snap.

Speaker 2 [00:28:16] Yeah. And when she was playing with coffee beans. There were like small pieces, I Liked that a lot.

Speaker 1 [00:28:31] Nice. oh. And the whispering, did you also like it, or was like just maybe a bit normal and didn't stood out that much.

Speaker 2 [00:28:40] that was pretty okay for me in the first video; but on the second one I wish it wasn't there. But I guess that's a personal preference tho.

Speaker 1 [00:28:51] Yeah, it could be. Could be because different people react to it differently. like sometimes when doing the interviews, I can find someone who would really like something, but someone else would be like I really hate it. So it's like very subjective.

Speaker 2 [00:29:11] Yeah. Actually that's even, funny because in real life, I hate, like, when someone is close to my ears and whispering something. Yeah. But I did watch asmr whispering video, for example. Or like when someone's chewing, I hate it, I hate.

Speaker 1 [00:29:25] Yeah, yeah.

Speaker 2 [00:29:26] But I like to watch it in asmr video. It's like paradoxal

Speaker 1 [00:29:29] Yeah, actually it's, it makes sense because when I was doing my research and I was like doing the literature review and reading all the scientific articles, and they were also mentioning like some, similar, feelings, like what you just said, like misophonia, like people who hate chewing and stuff. And they actually found out that people who have like, misophonia and hate the chewing, they're more responsive to the Asmr. And so, yeah. So when you said that you just like, proved, the point that I was like when I was reading the scientific articles. So it's it makes sense, really makes sense. So, the next question is like, did you experience any tingling sensation when watching the ad? No. Not really. Okay.

Speaker 2 [00:30:18] I think you should note that I don't usually get that.

Speaker 1 [00:30:21] Okay. Yeah, sure. For the next one. It is said, is like which, Asmr triggers do you find most effective in advertisements and they can induce sensory or emotional reaction.

Speaker 2 Tapping I guess

Speaker 1 the tapping and do you know the intensity, like, can you describe the intensity of it or the type.

Speaker 2 [00:31:04] A loud, sharp single movement? Like, not Consisting.

Speaker 1 [00:31:09] Yeah.

Speaker 2 [00:31:11] More like, paaam you know, like one tap

Speaker 1 [00:31:15] Yeah.

Speaker 2 [00:31:16] . All I Can think of is, Mercedes car advertisement.

Speaker 1 [00:31:19] Thing. Yeah, yeah. Oh, wait. Was it the one with the with the woman

Speaker 2 [00:31:28] Whatever slams the door is better than when someone is tapping or something.

Speaker 1 [00:31:33] Yeah. Okay, okay. So like, tap in the loud, sharp and single movements and also not consistent.

Were there like, any triggers that you found to be an effective or unpleasant.

Speaker 2 No. No. Not really.

Speaker 1 No. Okay. And, for the last question, regarding the triggers. how do you think your reaction to the Asmr triggers compares to the typical normal advertising methods.

Do you have, like, the same reaction or like, is the reaction to the asmr triggers different than the normal advertisements?

Speaker 2 [00:32:24] I don't know if I fully understand your question a bit. Maybe I do feel more when I'm triggered.

Speaker 1 [00:32:31] Yeah. So. Yeah. Basically what I'm what I'm trying to say is how different is your reaction to an Asmr ad than a normal ad that doesn't include asmr.

Speaker 2 [00:32:48] Okay. Yeah. Yeah, obviously I sense more when I'm asmr. Yeah. I think senses are heightened when I'm watching that videos, I'm More involved in the video rather than just seeing it Or feeling it

Speaker 1 [00:33:03] Okay, okay. All righ.. You did you did is just like, comparison. Like, if you like, how do you compare reaction to an Asmr ad to, like, a normal ad. So as you said, you said that, you feel like your emotiuons are heightened, like emotions, right?

Speaker 2 [00:33:25] Yeah.

Speaker 1 [00:33:26] Okay. So now, I'm gonna ask you about, like the beand, and your attitude toward the brand perception. Has your perception of the brand changed after watching the Asmr ad and maybe In what way?.

Speaker 2 [00:33:48] It changed, Yeah. I'm speaking of, the chocolate ad. I wanted to consume the product like the marketing worked. maybe over time, I'm gonna be like, oh, I remember this video and 3 days Later, I get the bar of chocolate.

Speaker 1 [00:34:12] And also, do you feel like, more connected to the brand after experiencing the Asmr ad?

Speaker 2 Yes I do

Not saying. Yeah. And, how likely are you now to purchase the product featured in the advertisement?. Let's say you're, like, in in the store and, you want to go like, shopping. Maybe you see the products on the shelf or something, would you maybe process it or.

Speaker 2 [00:34:40] Yeah, I would be like oh I saw that one before, Maybe I should give it a try.

Speaker 1 [00:34:44] Okay. Okay. Cool..

Speaker 2 [00:34:46] Yeah, I would definitely give it a shot.

Speaker 1 [00:34:50] Nice. okay. So now the last questions, since you're a regular Asmr viewer, how is this Asmr advertisements compares to the usual, Asmr experience you have seen before.

Speaker 2 [00:35:16] what do you mean usual asmr videos ?

Speaker 1 [00:35:18] like the Asmr videos that you consume, regularly. Like how is this is advertisements compared to them, how different it is. Is it the same?

Speaker 2 [00:35:31] they're not usually topics I watch. my interest are skin care and food but not like they're eating.

Speaker 1 [00:35:41] Yeah.

Speaker 2 [00:35:43] So. Yeah, that's nice because I get to see different types of dishes and stuff I would like to try. And then I would want to try them because I'm a very curious person. But for these, it's not so much of videos that I would watch.

Speaker 1 [00:35:56] Okay. And would you prefer more advertisements to include the Asmr in the future

Speaker 2 [00:36:07] I don't know. I like them now, maybe, because I have nothing better to do And they're just fun to watch, you know very unserious Asmr videos are very, serious. Okay, so maybe in the future when I'm more adult, I wouldn't be so on watching something.

Speaker 2 [00:36:27] You know, because now I'm little bit stupid ooh it made a sound, it's really nice

Speaker 1 [00:36:30] It's cool.

Speaker 2 [00:36:31] But in the future, if you're, like, sending me a car, I wouldn't be so interested

Speaker 1 [00:36:35] is it okay if I ask how old you are?

Speaker 2 [00:36:39] Yeah, I'm 22.

Speaker 1 [00:36:41] Okay. Right.

Speaker 2 [00:36:42] I'm not so young, but you know what I mean.

Speaker 1 [00:36:46] Yeah, yeah, I understand. And, also, do you think are there, like, any specific type of products or brands that would maybe benefit from using the Asmr in the advertisements?

Speaker 2 [00:37:01] For sure. Makeup

Speaker 1 [00:37:04] Makeup?

Speaker 2 [00:37:07] yeah, skincare maybe because we're so naive when it comes to that, you know, and packaging, like packaging is really important.

Speaker 1 [00:37:14] The packaging.

Speaker 2 [00:37:15] in marketing Yeah. I'm one of those people who is like, oh my god, I love the box. I'm going to buy the product for that reason.

Speaker 1 [00:37:22] So yeah. But packaging like plays like a big role in marketing, choosing products as well is very important.

Speaker 1 [00:37:32] I was like packaging plays like has like a really important role in, influencing your purchase intentions. So I do understand. Yeah. Yeah. It's true. Yeah. So I think that was the last question. Yeah, yeah, yeah. I think your.

Speaker 2 [00:37:52] Your, this is going.

Asmr regular viewer 4

Speaker 1 [00:00:00] First, I'm just going to ask you a few general questions. Right. First I will start by explaining what is Asmr. So Asmr or general sensory meridian response is a sensory phenomenon characterized by a pleasant, static like tingling sensation on the skin, often starting from the scalp and then spreading to like other parts of the body. The sensation is induced by some stimuli, such as focused, slow movements, you know, precise task, close personal attention or some specific audio stimuli like whispering, chopping, crisp noises. And it is, associated with feelings of like, relaxation, well-being. And people often seek out Asmr to help with relaxation and stress relief. So first, I would like to ask you, like, how familiar are you with Asmr content before participating in this study? Like, this could range from like, your frequent interaction, to Asmr videos and stuff.

Speaker 2 [00:01:21] I discovered asmr few years ago, four years ago, I guess, it was a trendy. It was, like, really trendy on YouTube, Instagram and other platforms. It was quite frequent at first because a lot of YouTubers, were doing a lot of videos about it, like food, like Little different products. I used to watch it a lot, like 2 or 3 times, maybe four times a week. Okay. Depending if I had, like, free time. But for now, I would say, like, it's not that frequent. I would say like once a week.

Speaker 1 [00:02:06] Okay. And can you describe like your previous experience with Asmr, either advertising or media. What kind of, videos would you watch? What was in there?

Speaker 2 [00:02:21] Yes, it was it was like, specially for food. It was like trendy South Koreans, used to do videos about this and more about food, like, I don't know, what is it called, mukbang or something like that. And I guess like 80% of videos were about food.

Speaker 1 [00:02:45] Okay. Okay. Cool. So now, we can start watching a few advertisements about Asmr. You can watch it, you can start watching the advertisement. If you have any feelings or emotion during the video, you can pause the video, tell me how you feel, and then, watch the

rest. If you have any sensation, then maybe after each video you can give me your, like, your overall impression. Okay, okay. Okay, cool. Now. Hi.

Speaker 2 [00:03:31] Yeah.

Speaker 2 [00:04:31] Wow, It was really interesting. Like, her voice, especially her voice, is so soothing and Relaxing. It's like she's talking like deep in my ears It was so weird but Her voice was relaxing.

Speaker 1 [00:04:51] Yeah. Did you like it?

Speaker 2 [00:04:54] Yeah I really liked it so calming

Speaker 1 [00:04:56] Okay.

Speaker 2 [00:04:58] For the first video.

Speaker 2 [00:06:45] The second one was less relaxing because there was no talking in it, only a few sounds about like whatever she was doing and I guess it wasn't as good as the first one because it had no talking in it. So for me, it was not relaxing, And it was just voices.

Speaker 1 [00:07:11] But overall, did you enjoy it or not really?

Speaker 2 [00:07:17] Not really. No, I didn't like it that much.

Speaker 1 [00:07:20] Why not? What didn't you like about it?

Speaker 2 [00:07:25] I didn't like it because there was no talking. And I guess that the human voice is what makes it so soothing and relaxing. And like the fact that there is a voice in your head or someone talking in a very soft voice in a very relaxing way. But when it's about only moving things around. Or doing some things with your Hands. Yeah, it's satisfying but not relaxing. It is a difference between relaxing and satisfying.

Speaker 1 [00:07:54] Yeah. Okay. now you can maybe watch the third video.

Speaker 2 [00:10:35] Okay.

Speaker 2 [00:10:39] Ha ha. I also loved that one. Like the way she was explaining the taste of the product. she did like the chocolates and the little details and everything. It was really interesting. It gave me the urge to really taste it in real life. It was calm, soothing. And I guess that's it's a very, very good way off advertising a product. So far I really liked that one too.

Speaker 1 [00:11:28] Okay. Cool cool. Nice, nice. So now, I'm just going to start asking you, questions and about your reaction and emotional response to the, Asmr ad. So first, what was your immediate reaction when you watched the Asmr advertisements? Like, yeah, you can say like, either for each, video or for all of them, whatever. Like just your immediate reaction. Maybe it can. It can be different from one video to other.

Speaker 2 [00:12:03] For the first and the last one I had the sensation I felt relaxed. But for the second one that has no talking and it, it felt quite normal to me like a normal video.

Speaker 1 [00:12:20] Okay. So now, you can check the pictures I sent you with the. You have the, the device and didn't you hear the word. No I didn't, I didn't to it. Okay. Wait, let me check.

Maybe I will send it here on in the chat to listen to the change or the. Where? No, no, I will send it to you on Instagram.

Speaker 2 [00:13:07] Okay. Okay.

Speaker 1 [00:13:09] Okay. You know. Okay, now you see, like the logic wheel of emotion. The picture with the colors. So now. And also the other one you can refer like to both of pictures. And I want you like to tell me, during the viewing of of these ads, what specific emotions did you feel?. And also, can you describe, like, any changes in your emotional states through the advertisement?

Speaker 2 [00:13:56] Okay. So first of all it was a positive effect. For the three of these videos I would say that I felt peaceful. I felt pleased. Yeah I guess and relieved also.

Speaker 1 [00:14:25] Okay.

Speaker 2 [00:14:26] And that's the main three affects that I felt or the feelings that I felt.

Speaker 1 [00:14:34] So did you have the same feeling during all of the watching the whole advertisement. Or did you have like different emotions through the advertising.

Speaker 2 [00:14:45] I had different emotions for the first and the last ones. It was more like peaceful and joyful and relieved. Emotions for the second one it was more I would say normal, like neutral. I felt nothing just like a normal video that I watch like every other video, I did not feel any affects. And then it didn't have any effect on me like any specific feelings.

Speaker 1 [00:15:25] Okay.. Okay. That's for the video safeguard. Like for the handwash.

Speaker 2 [00:15:40] Yes, it was the handwash video

Speaker 1 [00:15:42] Yeah. Thank you. Okay, so now I would like you to describe me, what was the level of pleasure or displeasure you experienced during the Asmr? And, like, was it like. Or was it, like, pleasurable or did you feel like some displeasure? And, which, elements made you feel this way?

Speaker 2 [00:16:11] It was more of pleasure for me. And what made me feel this way is the voice of the person that was talking. It was the word that she choose especially for the first video like the way that she talks the way that she chose her words. It was really joyful and pleasing.

Speaker 1 [00:16:39] Yeah.

Speaker 2 [00:16:40] But for the second video about the handwash, again, it was neutral.

Speaker 1 [00:16:47] No pleasure.

Speaker 2 [00:16:49] No no no, no, no pleasure.

Speaker 1 [00:16:52] And also no displeasure.

Speaker 2 [00:16:56] No displeasure also

Speaker 1 [00:16:57] It was just so long for me. Really long video

Speaker 2 [00:17:03] Yeah all right.

Speaker 1 [00:17:05] And. Okay, now another question. This is related to excitement. Like, during the advertisement, did your level of excitement change? So if you can describe if there was like any moments where you felt particularly like excited or column.

Speaker 2 [00:17:27] The first one, I felt truly calm. I don't know the way that she change the background sounds, It was really calming. The experience was calm. For the second video again I felt nothing and it was like any other video for the last video, I would say that it was more like joyful, not peaceful, but excited to test the product like it was about chocolate. So I felt like the urge to eat it; so it was a different kind of feeling for each of the videos.

Speaker 1 [00:18:07] So the first one you felt, calm, but for the chocolate ones, you were like, more excited. And for, the second one, you were like, feeling neutral. Not excited. No calm, just normal.

Speaker 2 [00:18:26] yeah, it was a neutral.

Speaker 1 [00:18:28] And also, moving on to the next question, did any aspects of the, Asmr advertisement make you feel like, particularly relaxed or stressed, like any aspects made you feel relaxed or stressed?

Speaker 2 [00:18:52] What was the question again?

Speaker 1 [00:18:53] So did any aspects of the asmr AD made you feel particularly relaxed or stressed?

Speaker 2 [00:19:06] Look, I feel more relaxed because of, her voice for the first video again her voice was so calming and soothing. For the second video I didn't feel stressed, but it was just too lonb, The video was too long, especially for the hand-washing thing and stuff. So I didn't like it that much. It was more like a boring video. But for the last one it was also relaxing. I felt excitement, it was like more like a joyful video.

Speaker 1 [00:19:45] Okay, cool. And, moving on to the next question is how in control did you feel during your experience with the advertisement? Like, were there any moments where you felt that the advertisement guided your emotions or reactions more than you expected?

Speaker 2 [00:20:11] It was for the first and the last videos. I didn't expect it to be that calming Because I felt like the first one was about beer. Yeah. It was about beer video. And the last one was about chocolate. Both of the videos were about food. But each of the videos I had different kind of feelings. Even though for both of the videos it was about food. So for the first one I expected it to be more like a joyful video If you know what I mean.

Speaker 2 [00:21:02] But for the last one it was like what expected, chocolate means something joyful, Something that you want to taste. And for the First one it was more calming.

Speaker 1 [00:21:17] And did you feel like you were in control of your feelings. Or did you feel like the, the ad was also controlling your feeling a little bit more and guiding your emotions?

Speaker 2 [00:21:28] No one. No. Not really. No. Maybe Because I'm used to watch these kind of videos. That's why I didn't feel control or guided.

Speaker 1 [00:21:40] Okay cool. So no control. Okay. Moving on to the next question. Did you find the Asmr advertisements enjoyable or irritating? Can you say maybe why? Or like, what did you like or things like about it?

Speaker 2 [00:22:02] For the first and the last. I really liked the experience. It was really good. But for the second one, it was. It's not about being stressful, but it was too long, this is a really long video for this kind of product. So I didn't enjoy it that much.

Speaker 1 [00:22:21] So it was like a bit irritating maybe?

Speaker 2 [00:22:26] Yeah. Yeah it was.

Speaker 1 [00:22:28] But the first, the the the first and the third were more enjoyable. And because why were they enjoyable?

Speaker 2 [00:22:41] Because they were short first of all, it wasn't a long video like straight to the point about the product describing the product and all of this things. But the second video I didn't know it was about like hand washing advertisement but for the first and the last, It was just it was good.

Speaker 1 [00:23:06] Okay, cool. So now we move on to the next question. Now we will talk about the Asmr triggers. First of all, explain what your Asmr triggers, and then I can ask you, some questions about it. So Asmr triggers, those are like some specific stimuli that provoke the characteristic of the tingling sensation. Right. These triggers, they can vary among, different people, but they commonly include. Sounds like the whispering they. So the triggers are like the whispering, the tapping, the crisp noises and the the visual actions, like involving the slow, careful movements. And also those are like the four main Asmr triggers in the videos, like whispering, tapping the crisp noises and, slow movements. And in the context of advertising, these triggers are used to create like a deep sense of calm and focus and to enhance the viewer emotional connection to the advertisement.

Speaker 2 [00:24:37] Four types of sounds?

Speaker 1 [00:24:39] Like whispering, tapping, crisp noises and the visual action. The slow movements. So, now I'm just going to ask you a question about this. Triggers. Were there, like, any specific elements or triggers in the advertisement that really stood out to you?

Speaker 2 [00:25:02] Yes. Water flowing. Like I don't know which category it should be, But especially for the first one like the water flowing and stuff. It's like really soothing and calming.

Speaker 1 [00:25:19] Yeah.

Speaker 2 [00:25:23] after the last video, it was the foil you like when she took the chocolat,. She made the sound with the foil, I really liked it too. So these are the 2 noises or the 2 sounds that really soothed me.

Speaker 1 [00:25:41] Okay. The water flowing and the foil, what about the whispering, Because you also mentioned the whispering before?

Speaker 2 [00:25:48] Yes. The whisper it's like the basis of the asmr The whispering. I guess it's fundamental. It's the key point of people why they are watching this videos is because the whispering. Like the sound of that it's really good.

Speaker 1 [00:26:07] Okay. Cool cool. did you experience any tingling sensation when watching the Asmr ad

Speaker 2 No. No no

Speaker1 okay. No tingling. So which Asmr triggers did you find the most effective in, like, inducing the emotional and the sensory response?

Speaker 2 [00:26:35] The whispering.

Speaker 1 [00:26:37] And can you describe, like, the intensity of the response? Was it, like, really high or low?

Speaker 2 [00:26:46] It's really high for me.

Speaker 1 [00:26:53] All right. Now moving on to the next questions. Were there any triggers that you found to be ineffective or unpleasant?

Speaker 2 [00:27:11] when they keep making the same kind of noise like the second video she took the rice with her hands, and she was doing that noise I don't know I didn't like.

Speaker 1 [00:27:28] So you'd rather the noises And the triggers to be short and, moving on from one to another instead of one trigger for a long period.

Speaker 2 Yes, that's it.

Speaker I understand, How do you think your reaction to the Asmr, triggers in advertisements compared to the typical, advertisements? How like how do you think is different from.

Speaker 2 [00:28:03] I guess it gives, I don't know, like for the chocolate one, like you have the urge to test the product. Like it gives you I don't know how to explain it, but for me it's a very good way to advertise a product through this experience because You feel it like more intensely more than like a normal ad. You know, it stays on your mind. And if you go out and see the product, you're going to link it in your mind to the video that you saw. Because it's it stands out from regular videos. So I think it's a very good thing.

Speaker 1 [00:28:50] Nice. Now I'm going to ask you about the brand attitude and the perception. So has your perception of the brand changed after watching the asmr ad and in what way? Yes.

Speaker 2 [00:29:08] Yes of course, I guess it changes It gives more volume to the product, because you get to experience the little details in it, for example for the chocolate video, it's like the way she tasted like like it's a whole experience, you know, it's like from the start, like she put it in her mouth the way like she waits for it to dissolve in her mouth and she swallows it with the notes of the product. Like it's a whole process that for me, will bring the customer more to test that product.

Speaker 1 [00:29:51] Cool. And do you feel like, more connected to the brand after experiencing the advertisement?

Speaker 2 [00:29:59] Yes, I would say yes. You feel like more connected? In a way that, as I said before, because you get to experience, like, the whole process from the Start to the end. So you feel more connected to the product, to the brand. And I guess it's a very good thing.

Speaker 1 [00:30:23] And how likely are you now to purchase the product featured in the advertisement. Would you purchase this in the future.

Speaker 2 [00:30:34] Yes. Because as I said before, like when you watch this kind of videos, it stays on your mind because it involves feelings and something that you feel inside of you. It's not only visual like you feel it inside, not like any other videos. So now you go shopping or you go outside and you see the product, so you link it to what you saw and if you never tried it before,

you will have the urge to try it. And if you already tried it before, you will be like more likely to buy it than buy another product.

Speaker 1 [00:31:10] Okay cool. And, since you're, a regular Asmr viewer, how does the Asmr in the ad compare to the usual Asmr, videos you experienced?

Speaker 2 [00:31:30] The difference is it focuses about a single product, like about a single brand. For the other videos in general it's soothing. Like they take a lot of brands, like they take food in general, not a specific thing. But for the ads, they take a specific product they focus on it and the whole attention is on that specific product. So you follow up in the video and you get to experience the whole process.

Speaker 1 [00:32:03] Okay. Nice. And for the triggers, are the triggers different from the videos you usually watch or do they also use the same triggers that were used in the ad

Speaker 2 [00:32:17] I guess the same. I guess the same. All asmr videos are the same like this. Because it's the same principle, for me it's the same.

Speaker 1 [00:32:26] And, in the future, would you prefer more advertisements to include Asmr in their ads?

Speaker 2 [00:32:37] Yes. Of course. I would rather like watch videos that are more focused on that.

Speaker 1 [00:32:46] And why maybe?

Speaker 2 [00:32:51] Because as I said, it's like a pleasant feeling. So I would try to watch videos like that and not feel bored than watch a regular video or regular ad Like other brands do.

Speaker 1 [00:33:08] And are there like any specific types of products or brands that you think would benefit from using Asmr in their ads?

Speaker 2 [00:33:20] I guess, food. I guess most likely it would be food.

Speaker 1 [00:33:29] Okay. Okay. So That was the, the last question. Thank you so much for your help.

Asmr regular viewer 5

Speaker 1 [00:00:01] It's it's starting. So first, I'm just gonna explain, like, give you a definition of Asmr that I have here and then just ask you a few general questions, and. Yeah, later, later after that, you can maybe watch the videos. And, also during watching the videos, you can maybe if you have like any feeling, any, emotion or reaction, you can just pause the video, let me know, like what did you feel or something. And then maybe after watching each video you can give me your overall impression. And, later, I'm just going to ask you a few a few other questions about it. Cool. So first I will just tell you what what is Asmr or the autonomous sensory meridian response? It's, sensory phenomenon characterized by a pleasant, static like, tingling sensation on the skin. Often, starting from the scalp and just spreading to other parts of the body. The sensation is, typically induced by stimuli such as, like the focused, precise, you know, just small movements, the close personal attention or some specific audio stimuli, like the whispering and the chirping. It is associated with feelings of relaxation and well-being. And people, often seek out Asmr to help with relaxation and stress relief. So can you tell me, like, how familiar are you with Asmr content? Like, how, what is your frequent interaction?

Speaker 2 [00:01:42] currently, what I normally watch is Cooking videos.

Speaker 1 [00:01:51] Cooking. Yeah.

Speaker 2 [00:01:52] Yeah. Then there's, a bit of fashion, less of adverts. Yeah. I've seen a few adverts. football adverts that have some asmr content. Yeah. But it's mostly fashion and cooking and maybe social media in general.

Speaker 1 [00:02:18] What is un, what is the last one.

Speaker 2 [00:02:20] Social media. Social media.

Speaker 1 [00:02:21] social media. Okay. Cool. And, how often do you watch those videos?

Speaker 2 [00:02:29] But I think for the cooking it's very often at least every week I have to watch a number of those videos.

Speaker 1 [00:02:37] Okay.

Speaker 2 [00:02:37] one guy that does the editing for oil. So yeah it's quite nice watching what he does like he does like 30 second videos like the whole cooking process.

Speaker 1 [00:02:53] Yeah.

Speaker 3 [00:02:54] But just asmr only. So it's quite intriguing.

Speaker 2 [00:02:59] And how is your experience with watching those Asmr videos or whatever, you know, like how is your experience with it?

Speaker 3 [00:03:10] So for the cooking videos, normally there's a bit of tension because of the way the knives Hit the board. Yeah. And you can see sometimes, like when they're chopping onions, you can feel like it's scary, at some point he can cut his hand or something. So there's that sort of like fear mostly, maybe like anxiety when you see how these guys are precise and how they do the cooking. Then for the fashion video's actually it's something interesting, Because the reason that I watch the fashion video is there's a guy I follow him Very weird. Yeah, but he does asmr for fashion, And when he's wearing, rings He flickers them like this and make a Funny sound. And when he is wearing a cap, the way he hits it. It's a feeling very weird and also his fashion is very old.

Speaker 2 [00:04:23] Can you maybe tell me, do you know his Instagram? Or can you maybe send it to me later after the interview? Just want to ask you.

Speaker 3 [00:04:30] I, I would, you know, I'd say that you I've seen him on Tik Tok only if he's on Instagram, but I guess he does. But I've seen tick tock. I've seen it. I'll send it to you.

Speaker 2 [00:04:39] All right. Cool, cool. So first you can maybe start watching the videos. One by one, if you want, I can send you the link here of the first video in the chat. And yeah, as I told you, you can watch if you feel like you want to stuff the video. You have any specific reaction emotionally because of the video? Let me know. And this is the third one.

Speaker 3 [00:05:15] I think the first one.

Speaker 1 [00:05:15] Yeah. Yeah.

Speaker 3 [00:05:32] Actually, this is the first.

Speaker 2 [00:05:36] It is. It's. It's very short.

Speaker 3 [00:05:41] This is quite. I like, I like that it's just quite 30s it's just good enough for an asmr video, like I just wants to pass.

Speaker 1 [00:05:58] Yeah.

Speaker 3 [00:06:14] I like this one because it had sort of like attention to it. And there was attention around the whole it was hard to guess what's coming next with this particular one.

Speaker 2 [00:06:30] And do you know what made you feel this way?

Speaker 3 [00:06:35] I think it was more the sound or something? Sort of this sound, then, there's that effect of. Like just the environment without human sound.

Speaker 1 [00:06:57] Yeah.

Speaker 3 [00:06:58] It's just that environment speaking to you that is like when you hear the birds making noise or the ocean or the air flowing, that type of sound. Yeah.

Speaker 2 [00:07:10] It's like the surroundings in the nature.

Speaker 3 [00:07:12] Yes.

Speaker 3 [00:07:15] That type of.

Speaker 1 [00:07:25] And of course When did you take the beer I think everyone has this sort of had sound, Like the sound the beer hitting the glass and the Bubbles, it's quite refreshing as well.

Speaker 1 [00:07:46] Nice. Yeah.

Speaker 3 [00:07:54] I'm done watching this one. So, then, of course sometimes, like now I think everyone knows who this lady is, So of course, you know, it's not exactly an excitement, but like, okay what is she going to be doing. So you also get that kind of feeling when you watch the video.

Speaker 1 [00:08:24] So I'm going on a second one. Yeah, you can.

Speaker 2 [00:08:27] Check the second one. Also same, you know, if you have any feeling, you just stop, let me know.

Speaker 3 [00:09:14] So this, this one here in the start I think I like the video, Of course you could see the food, you be like Okay The food is tasty the way you see it. but was a bit weird Like, I think what ruins this particular video is like the video starts when she is sort of organizing the rice, if I can recall it. But her hands are dirty, so it's a bit confusing So I don't get much what's happening, y'all are preparing food, People prepare food, But this is more like the final. Sometimes during the cooking process beside the dirt and everything. But the final serving of the food I don't expect that someone has dirty hands, so it was a bit weird. This, was a bit weird the cutting of the onions and the tomatoes and then seeing the dirty hands, I understand what you're trying to communicate, but, I mean, I imagine for someone who's watching and appreciating the food and how it looked, and you come to the hands, you're like Ah no come on.

Speaker 2 [00:10:37] Did you feel like maybe, a little bit disgusted?

Speaker 3 [00:10:41] Yeah Like the hands are quite dirty. So you like okay. What about that food?

Speaker 1 [00:10:49] Yeah.

Speaker 3 [00:10:53] When the washing was behind. It was quite weird

Speaker 2 [00:11:00] The washing you think is weird?

Speaker 3 [00:11:02] yeah, it was very weird. Because I don't know, because it was quite long.

Speaker 1 [00:11:09] It was too long ?

Speaker 3 [00:11:13] Yeah, it's too long.

Speaker 3 [00:11:17] Then The contrast between the dirty hands and the cleaning I think was also overly done because in the start her hands are very it looks like you know when you have like a slippery thing, like oil or something. Yeah. From how we get from to the very clean hands.

Speaker 1 [00:11:42] Yeah.

Speaker 2 [00:11:43] You were telling me about the washing of the hands.

Speaker 3 [00:11:46] Yeah. So the washing of the hands, oneThat segment is too long. Too long for like like for it's too long. Okay. I Understand they are trying to tell you The washing of the hands they get clean. But it's a very long segment. I'm sure if a person is watching this type of ad, they could easily like move out of it quiet easily. Yeah it should be a shorter segment. But also I don't know For me it's a bit unreal when I see their hands I see slippery hands. So unless you're telling me that this of handwash has a magical thing to just clean the hands. So it was it was a bit unreal to believe for me it was unreal to believe. And I feel like it was also quite, quite long. Quite long.

Speaker 2 [00:12:47] Why do you think. Why do you think it was unreal.

Speaker 3 [00:12:53] So when I watch the video it's more like This starting segment here. She takes some time washing her hands, But you don't see them changing, you don't see them changing,Then they zoom out of frame and the next frame is clean hands. So I think it's more the editing of the video than Actually What happened. So it made it a bit unreal for me.

Speaker 1 [00:13:29] Yeah, yeah. Okay.

Speaker 3 [00:13:50] I feel like the last one is quite good for me. The cleaning of the hands at the end of the towel. Yeah.

Speaker 1 [00:13:59] Yeah.

Speaker 3 [00:14:00] I think when you watch such parts, you feel like there is a cleanliness about it, but at that point I can say, okay, now Yeah, this is now really clean, Like I can understand it actually this is very clean. Yeah. So.

Speaker 1 [00:14:19] Okay. Yeah.

Speaker 3 [00:14:20] The last bit was quite good.

Speaker 2 [00:14:23] Okay,cool. You still watching the second video?

Speaker 3 [00:14:34] So yeah. So I watched that one. So now I watch the last one.

Speaker 1 [00:14:39] Yeah. Okay.

Speaker 2 [00:14:41] So, just before you watch the last one, what was like your overall impression of the video?

Speaker 3 [00:14:48] It was quite long. Normally the asmr videos I watch, Segments are equal segments

So in, in this video they want to communicate that okay. You dirty your hands, wash your hands and you wash your hands and they turn out clean. But the first bit runs for Maybe 30s. the next bit runs for a whole minute and 30s in the last bit 30s. So that's washing segment is a bit quite long. And if your intention is to watch this video. I'm sure you have a lot of drop off in the middle there. Which would mean that your viewers may be quite not capturing what it is that you want Exactly. So I felt like there was a bit of imbalance what they try to show generally.

Speaker 1 [00:15:48] Okay, Cool.

Speaker 2 [00:15:51] Yeah. So now maybe you can watch the third one.

Unidentified [00:16:09] So the first thing this videos are the video's a bit long As well. Then the person that is sort of like doing the actual ad, I don't know if it's an ad or a simple video.

Speaker 1 [00:16:29] Yeah, it's also an ad.

Speaker 3 [00:16:34] It Organic If I can say. You can get someone to do an ad and they sell you the product, Because the process of them buying the art is very organic, it feels like actually this is something I could do this feels like a tutorial on doing something. And it feels like the person is trying too much, Because you can see Even the opening normally for asmr videos I watched, let's say I've watched a bit of them where they do product Reviews like unboxing, the unboxing is quite fast and is the first thing because you want to hear the sound of I don't know of them cutting the box and everything Like that. They tried to do something similar here, but It wasn't a bit captivating if I can say, like the way they opened the box then opening the cup of the chocolates.

Speaker 2 [00:18:07] Do you think it was too slow?

Speaker 3 [00:18:09] I think it was a bit too slow. Was a bit too slow. That's the word yes too slow. And the person who did the ad themselves is not motivating enough If I can say. Then also normally when you watch asmr videos, you expect Less talking, more of the sound, This is too much talking, too much talking, It's like doing the voice over in slow motion at some point.

Speaker 2 how does it make you feel like the too much talking.

Speaker 3 [00:19:24] to me It's boring like. This is a fun video to watch. Yeah. Normally when we watch ads you hope to get a bit of happiness but this is Not sadness, but It's just there, nothing, Nothing fascinating.

Speaker 1 [00:19:43] Okay. Yeah.

Unidentified [00:20:09] I think the best part of the video Was when she broke the chocolate, the sound it made was quite good. that would be like excitement. Finally we get to what we came here to see.

Speaker 2 [00:20:29] And how did it make you feel this sound.

Speaker 3 [00:20:37] This part here brought some excitement. like I said finally. It's like we have watched the video for a long time, Finally we get to the point we're waiting for. Finally unveiled. So it was a bit of excitement or something like that. Like I was saying that the bite was a bit exciting. Yeah. I think you finally go to the part you want to see. So you're like, okay, let's do this, But before that, it's like, okay, it's taking too much time to get to the good part. It felt like that.

Speaker 2 [00:21:17] Do you also feel that this video is a bit too long?

Speaker 3 [00:21:21] Yeah, this video is quite too long, It's getting to almost three minutes, And the person that is doing the ad is also quite slow. the video takes a long time to go through the scenes and see what is they Want to do. Yeah I also feel like the sound did come on quite well in this one. I feel like someone is whispering to a mic, but you don't get that asmr feeling Where you want to feel everything. Yeah the video takes a while to come out but also you get to hear the bits of it. Like just it's more, you know, like the chocolate thing happened, like when you broke the chocolate, you hear and be like, okay, this is quite good. Then the rest of it is sort of goes down a bit, then maybe picks up. So it's it's a bit of that yeah, Not very exciting. I don't know, captivity if I can say.

Speaker 2 [00:22:44] Okay, I see, I understand.

Speaker 3 [00:23:12] But maybe one nice thing about the video. Was when she bit the chocolate. Yeah. Then she breathe in, that was Really nice.

Speaker 1 [00:23:27] Yeah. Yeah yeah.

Speaker 3 [00:23:32] So. Yeah I think I'm also done watching that one as well. Some.

Speaker 1 [00:23:38] Yeah. In general it was quite long. Like it had things, The last bite where it broke the chocolate, where she bites the chocolate can be quite refreshing or quite nice.

Speaker 3 [00:24:01] Yeah.

Speaker 2 [00:24:05] Can you hear me? Yeah, I can hear you. Can you hear me?

Speaker 3 [00:24:08] Yeah. So I think. Yeah, I think that those are like my observations for the last video

Speaker 2 [00:24:15] So. Yeah, now I'm just going to ask you, like, a few questions about your reaction, your emotional response to the asmr ad. So what do you think was your immediate reaction when you watch the asmr ads?

Speaker 3 [00:24:44] For me. It's Excitement. Like you're like looking forward to something interesting. What is it that they are going to show us? That's like the first thing you experience. Then, of course, as you go through the videos, like I said sometimes, boring.

Yes but Not really good. Then you meet, you see a couple you like. Okay. No, this is really nice. Yeah. At least you feel like a bit of joy, if I can say it.

Maybe You're thrilled by watching that particular segment. Yeah. So it's it's a mixture of feelings if I can say.

Speaker 2 [00:25:28] Okay. So you had like different feelings through, watching the video. Yeah, yeah. And, what do you think was the exciting part in the boring one?

Speaker 3 [00:25:43] Like, for the first video. Yeah. The first, the exciting part was The pouring of the beer, then Hearing the river, the sound of the river. For the second video, it was, the first bit where they laid down the banana fiber, Then began doing the rice. The rest was not really good. Then the last bit where like you get the like a bit of joy, like seeing the clean hands and what and the sound of the towel. Yeah. That was quite good. Then I think for the last video, it was the breaking of the chocolate, the biting and breathing in. Does that create a bit of, like a tense? I don't know, it's like a tense feel to it? Yeah. Some.

Speaker 2 [00:26:41] Okay. And, can you refer to the pictures I sent you? Can you check them out like the one with the positive and negative affect? Yeah. And also the other one, the, the wheel of emotions. And can you maybe tell me, like, based on the emotions listed in those two pictures? You can maybe start with the first one with negative positive effects, and then maybe move on to the other one. Can you tell me, like, which specific emotions did you feel? And also if you can describe, like any changes in your emotional state? Drug advertisement.

Speaker 3 [00:27:27] So for the positive effect, it was more like, Does a joyful feel. So happiness. Yeah. There's a bit of happiness here. So it's being joyful and thrilled. Most for the first video then for the negative effect, I don't see here what I could, because I didn't feel like anger. But I was like, okay, that's boring, Like for the washing bit that took too long for the dirty hands, I was like, okay, A bit nasty, but it wasn't like a feeling of anger or some anger, fear or sadness or shame. So. Where would I put it? I would say maybe annoyance. Annoyance, Yes, yes, yeah. For some, for some for the washing video. Then Like boredom for like the bit of the chocolate. It took so long. Like the first like, let's say like the first one minute is really, really boring. You asking yourself let's get to the good part.

Speaker 1 [00:28:48] Yeah.

Speaker 3 [00:28:50] Then for, for the first video. For the first video I think The sound Of the river there is bit of Joy and serenity when you hear the sound of the river and the beer. So, so. Yeah, that's how I can describe the emotions. Yeah.

Speaker 2 [00:29:15] Okay, cool. Cool. So, could you maybe describe the level of pleasure or displeasure you experienced during the asmr?

Speaker 3 [00:29:37] I think. So me in general in terms of pleasure If I was ranking like from 1 to 10, I would give them like a five There were some. Good. Some good factors.and Some Not really good factors. so Five is Fair enough.

Speaker 2 [00:30:11] Did you feel any displeasure while watching the videos?

Speaker 3 [00:30:17] Yeah. The one for the washing, the dirty hands. I was like, okay, it was not really good.

Speaker 2 [00:30:26] And do you know, like, which specific elements made you feel, this way, like, also in the pleasure. Like which specific element made you feel this way?

Speaker 3 [00:30:38] For them. For the pleasure, of course. Like the sound of the river, The beer, the pouring of the beer, That was quite good. the chocolate, the biting and the breaking of the chocolate, And the breathing in and out was quite good as well.

For the displeasure Of course the dirty hands was not quite good. The video, the first one minute of The video for the chocolate was just too boring. You just took a long while and it was just too slow. Yeah a bit laid back if I can say.

Speaker 2 [00:31:27] and during the advertisement did like your level of excitement change. Can you like maybe describe any moments where you felt either, excited or calm?

Speaker 3 [00:31:43] And so for the first video, that one is quite, quite good because like it starts out slow very slow With someone on the mic, the first thing you would think that you would think that they're going to sing. Yeah. They're going to sing. You're like okay then she whisper. And before you know it you're taking into like a forest and the river and Water. Then you end up with the beer pouring. So like the first, the first feeling is like okay what's coming. What's coming like you're more Excited.

what come then of course, when you see the river, there's a bit of joy there. Then of course it ends up with the pouring. Yeah, finally, I think this was this was a really good ad.

For the other one. The one for the chocolate. It's a bit boring at the start. Doesn't really pick, it only gets interesting in the last bit. The last bit where that, the whole breathing in and what is a bit exciting.

Speaker 2 [00:33:07] Yeah. And did you feel like, particularly calm in some parts of while watching the videos?

Speaker 3 [00:33:15] Yeah. The first one, the first video going back to the river, there is a calmness about the hearing of the river and the water flow, there is a calmness about it

Speaker 2 [00:33:31] Okay. And did any aspects of the Asmr ad made you feel like, particularly relaxed or stressed?

Speaker 3 [00:33:42] Yeah. And I think the length of the video is a bit if you have like a low Tolerance, You be like, You know, if you relax, you'll be like, okay, no, this is boring, and I need to put it off.

Speaker 2 [00:34:02] You know, you would like to just skip it.

Speaker 3 [00:34:05] Yeah.

Speaker 2 [00:34:08] And did any aspects make you feel relaxed? While watching the ad.

Speaker 3 [00:34:17] I think the beer thing was quite good. And also the river thing was also quite good for the first video.

Speaker 2 [00:34:25] and maybe any sounds?

Speaker 3 [00:34:28] Yeah. The sound of the river, the sound of the beer pouring onto the glass. The sound of the lady cleaning their hands on the towel was quite good.

Speaker 2 [00:34:38] Okay. And, the next question is like, how in control did you feel during express? During your experience with the Asmr? And, like, were there any moments where you felt that the ad guided your emotions or reactions more than you expected?

Speaker 3 [00:34:58] Yeah, for the first ad It felt like that. I like okay looking forward to the next thing that is happening. It was short, but captivating if I can say for the first video. The other video not so much.

Speaker 2 [00:35:21] Okay. So, it's like for the other videos, your were in control you're your emotions. But the first one, it was a little bit guiding your emotions and reactions. Yeah. Okay. And, do you know which aspects did that, on the first video, like, which if you have any idea.

Speaker 3 [00:35:45] So for the first video, I feel like to sort of know what's coming on. What's coming next, So you like okay. the video lead me.

Speaker 2 [00:36:01] Yeah. Yeah. Okay. Cool. And overall did you find like the Asmr ads to be enjoyable or irritating?

Speaker 3 [00:36:14] I think the first one was enjoyable. But the other two a bit hating.

Speaker 2 [00:36:18] Yeah. Can you maybe like, see why what you liked and didn't like about it?

Speaker 3 [00:36:24] Yeah For the other two. One the dirty hands from the washing video. Then for the second one, Just a boring intro that didn't get done. Then also the unpacking of the chocolate, it didn't seem it was very organic. And it was like something that it felt like, really acted. Yeah.

Speaker 2 [00:36:52] Not very natural. Like. Yeah. Okay. Understand Okay, cool. So now I'm just gonna, talk about Asmr triggers. First I will just explain what is an Asmr triggers, and then I can just ask you a few questions about it. Okay. Yeah. So the Asmr triggers are like some specific stimuli that provoke the characteristic tingling sensation of Asmr. These triggers, they can vary among, widely among individuals. And they commonly include sounds like the whispering, the tapping, the crisp noises, and also visual actions like, the slow, you know, careful movements. So those are like, one of the four main, similar triggers, in advertising, these triggers are used to create like, a deep sense of calm and focus and also trying to enhance, the viewer's emotional connection to the advertisement. Okay, so first I would like, to ask you, like, were there any specific, elements or triggers from the ones that I mentioned before within the ad that really stood out to you?

Speaker 3 [00:38:18] Yeah. So The whispering when the lady bit the chocolate that was one of the triggers that sort of like brought a bit of joy.

Speaker 2 [00:38:33] When the whispering.?

Speaker 3 [00:38:36] Yeah. The whispering. When the lady beat the chocolate.

Speaker 2 [00:38:38] When she bit the chocolate. Yeah. Yeah..

Speaker 3 [00:38:45] Then, the pouring of the beer into the glass her, This sounds. Yeah. Then the sound of the rivers as well. Yeah that was Quite captivating as well. Then I think the sound of towel

Speaker 2 [00:39:07] Okay, cool. And did you experience any tingling sensation when watching the ad?

Speaker 3 [00:39:20] For this particular ads? No. Maybe for the first one, because I've seen it before, So maybe. I was sort of like okay I've seen before. But no tingling sensation in particular.

Speaker 2 [00:39:42] No tingling sensation okay. And which triggers do you think are the most effective, in inducing, a sensory or emotional response?

Speaker 3 [00:39:56] I think the whispering it doesn't happen often. So I think that can also trigger that, But also just the sound of nature. Can also be triggering as well. And also many times like let's say for the chocolate, How many times that you hear the sound of each of the brick, If you're hearing it for the first time that could be like a nice trigger for excitement.

Speaker 2 [00:40:32] And can you maybe described intensity of this response that you get. Or like really loud.

Speaker 3 [00:40:43] So the intensity is not so loud. It could be that I may be around four or three. Thank you. Can you get the intense feeling, But not like you're overly excited.

Speaker 1 [00:40:55] Yeah okay.

Speaker 2 [00:40:57] and were there like any triggers that you found to be ineffective or unpleasant.

Speaker 3 [00:41:06] Yeah. The washing of hands like I mentioned earlier wasn't really

Speaker 2 [00:41:13] Was it like this sound or also the movement?

Speaker 3 [00:41:17] The sound and the movement of the hand Like I said, the whole acting process wasn't good for me. It was a bit Fake If I can say, didn't look real.

Speaker 2 [00:41:28] Okay. And how do you think your reaction to the Asmr triggers is different from your reaction to the typical advertising methods?

Speaker 3 [00:41:42] Well here, In most cases of course. The actions we call them Triggers, Sort of speak to your senses, Compared to other ads that you just read, like you just read the sheet of paper, No triggers whatsoever for anything, I guess, apart from reading them, maybe watching.

Speaker 1 [00:42:09] Yeah. Okay.

Speaker 2 [00:42:11] So now I'm just going to ask you, like a few more questions about the brand. Like, has your perception of the brand changed after watching the ad and in what way? Maybe if it did.

Speaker 3 [00:42:27] I think for the first one, You'd want to take the beer. You'd want to try it out. They push to you to do that, the other two Not so much.

Speaker 2 [00:42:39] And do you feel more connected to the brand after experiencing the ad?

Speaker 3 [00:42:47] Yeah, for the first one, I think Yeah. You'd want to try this new beer and how it tastes. Yeah.

Speaker 2 [00:42:55] And, now, for example, how likely are you to purchase the product featured in the Asmr? And let's say, for example, you're in, in the store and you see maybe the product on the shelf, would you, like, buy it? How likely are you to buy it.

Speaker 3 [00:43:13] For the beer Very likely because you'd want to test it, to see if actually like it matches up to what is being said in the ad. For the soap, not so much because the general perception around soap is like come on any soap will get you clean.

Speaker 2 [00:43:33] Yeah I understand. And for the chocolate.

Speaker 3 [00:43:38] for the chocolate, The ad wasn't up until the ending, it wasn't like really interesting. I don't think it contained my perception the video.

Speaker 2 [00:43:51] Okay. And since like you're a regular Asmr viewer, how do you think the Asmr, in these ads compared to your like, usual Asmr experience?

Speaker 3 [00:44:04] The ads were a bit long. And for me the editing wasn't in pretty good, Because normally the segments really have to match up. It's like you need like quick shots at The camera for different segments. this one was like long segments, short segments, And the longer it takes, I feel like if you go about two minutes, it sort of becomes like, the YouTube video is supposed to be kind of an ad for me.

That's the major difference between what I watched and what I'm used to.

Speaker 2 [00:44:46] And would you maybe prefer more advertisements to include some more asmr elements in the future?

Speaker 3 [00:44:53] Yeah For aspects that maybe deal with food and things like that. That would be interesting.

Speaker 2 [00:44:59] Why. Maybe you know why.

Speaker 3 [00:45:02] Yeah. Because I mean if you want people to buy products from you. It matters for you to sort of like peek into their senses so that you actually get to them to like something even before they buy it.

Speaker 2 [00:45:21] Yeah. Yeah. And is there like, any, specific types of products or brands that you think would benefit from using Asmr in their ads?

Speaker 3 [00:45:37] Mostly food products, like beers maybe I imagine like Belgian beer by Duvel. I feel like services as well. I would imagine like if a swimming pool had like an Asmr video, it would also be quite interesting to see that and what it is like. But mostly like food brands.

Speaker 2 [00:46:16] Food brands. Okay. And. Okay. I think that was the last question. Okay. Thank you. Thank you so much for your help.

Asmr regular viewer 6

Speaker 1 [00:00:00] Okay. So now I'm going to start recording. So first, before we start watching the videos, I told you I'm just going to ask you a couple of questions. First I will explain, what is Asmr? Right? So Asmr autonomous sensory meridian response is a sensory phenomenon characterized by a pleasant, static like tingling sensation on the skin, often starting from the scalp and then potentially spreading to other parts of the body. This sensation is induced by stimuli such as like focused, precise tasks, close personal attention, or specific audio, simply like whispering and tapping noises and is it is associated with feelings of relaxation and well-being. And people often seek out is similar to like, help with relaxation and stress relief.

Speaker 2 [00:01:02] Yeah.

Speaker 1 [00:01:02] So first I want to, ask you, like, how familiar are you with Asmr content before participating in this study? Like, this could range from, like, frequent interaction to none at all. Like, how familiar are you with it?

Speaker 2 [00:01:20] pretty frequent. I'm very familiar with that. I think I watch it every day. Maybe 4 times a day, 3 or 4 videos a day something like that. You know, sometimes more. It depends.

Speaker 1 [00:01:33] Yeah. So you watch it like almost every day. And where do you watch it?

Speaker 2 [00:01:41] I watch it on Instagram. I used to watch on YouTube sometimes, but mostly Instagram.

Speaker 1 [00:01:51] And, can you describe your previous experiences you had with Asmr? Like, how was it? What did you watch? What made you feel?

Speaker 2 [00:02:07] Actually, when I was bored, I watched it. It's pretty satisfied, actually. That's why I watched it. And the sounds of it is pretty relaxing. So that's why.

Speaker 1 [00:02:20] And do you recall what kind of content you watch.

Speaker 2 [00:02:26] I mostly voiced food mukbang asmr videos.

Speaker 1 [00:02:30] Yeah.

Speaker 2 [00:02:31] Food. But there were also sometimes different, like, but playing with a gum or something like that.

Speaker 1 [00:02:40] Yeah, Okay. Cool. So, first you can, watch the first video.

Speaker 2 [00:02:49] Okay.

Speaker 1 [00:02:51] Here. And, and then, when watching the video, if you have any specific emotion or reaction, something that you feel, you can pause the video, let me know. And then after watching each video, you can tell me, like, your overall impression and everything, what you felt.

Speaker 2 [00:03:08] Okay. Do I have to tell you, like, at -20 or whatever? Yeah.

Speaker 1 [00:03:13] You can, say, when this happened, this made me feel that this made me feel that, you know?

Speaker 2 [00:03:41] It's cool. I like it when it goes from ear to ear, like right and then left is pretty satisfying. Yeah, you can almost taste it. Okay. It's done.

Speaker 1 [00:04:16] So what was your overall impression?

Speaker 2 [00:04:18] oh, I think for people who watch asmr it's a pretty cool advertising. So it's short, but also like, strong, like She said it's, you can almost taste it. You can almost taste when the shhhhh That sound, it's like you, you get thirsty. That's all.

Speaker 1 [00:04:40] So now you can watch. I was only send you a video. Yeah. And, you can watch the last video I sent you it. Now this is the second video. Also, if you have any, you know, remarks or, something you want to say, you can always pause the video and then let me know.

Speaker 2 [00:06:04] I'm getting hungry because of the video. But it's cool that sound like the soap the shhhhh, you can feel it in your in your body. The shiver. I don't know how to say it.

Speaker 1 [00:06:28] Like a tingling.

Speaker 2 [00:06:30] Yeah Tingling drills and shivers, That the kind of stuff. The water side is not that nice, actually It's too loud. And the echo is not that cool You know, I watched it. I prefer the first video. the second one was a bit too long. And the some of the sounds weren't that nice.

Speaker 1 [00:07:48] Okay. Which sounds?

Speaker 2 [00:07:48] like the water silence and the washing. washing with the water and generally, The towel also the shhhhh

Speaker 1 [00:08:05] you didn't like that sound ?

Speaker 2 [00:08:07] Yeah. I don't like that much.

Speaker 1 [00:08:09] Why? How did it make you feel?

Speaker 2 [00:08:13] I think the water was too loud, and the echo, first I couldn't know what was that, but. And the shiver was like, I would just say this like it was like.

Speaker 1 [00:08:28] Like you get goosebumps ?

Speaker 2 [00:08:30] Yeah, like goosebumps but the bad ones.

Speaker 1 [00:08:36] Like a tingling Sensation ?

Speaker 2 [00:08:37]. Yeah, a tingling sensation.

Speaker 1 [00:08:40] Okay. Now you can watch the, the last video.

Speaker 2 [00:08:45] Yeah, that's pretty cool. The sound of the aluminum foil, touching the aluminum foil. And the opening the chocolate.

Speaker 1 [00:09:31] you like the sound of the foil?

Speaker 2 [00:09:33] Yeah, yeah, yeah. Foil. The touching that she touches it. Like something is new, It's opened, It's like step by. I watched it, it was weird because she bite the chocolate but she didn't eat, And normally people keep chewing, but she didn't chew, she just swallowed it without chewing. But, yeah, it was cool.

Speaker 1 [00:12:12] So you like the video. What did you like, for example about it?

Speaker 2 [00:12:17] The chocolate itself, the unpacking of The chocolate was nice. The last one when she cracks.

Speaker 2 [00:12:31] But I didn't like it. She was talking too much. It was okay, but too much at the end.

Speaker 1 [00:12:40] Okay. All right. So now I will just ask you a few questions. so the first question is, what was your immediate reaction, when you watched the Asmr advertisements?

Speaker 2 [00:13:01] The the first one.

Speaker 1 [00:13:03] You can say if I like for each video.

Speaker 2 [00:13:06] It was like, I know the sounds. Actually, I'm familiar with the sounds and it's not something new for me. And I liked the first one because it was short and it was strong. Like, she talked but not that much. The sounds were nice. So, yeah, it was a satisfaction feeling

Speaker 1 [00:13:31] And what about the second and the third?

Speaker 2 [00:13:34] Second. I didn't like it that much Because it's too loud like the water. And it was too long. And, like, for example, the hands, It was also too long. I didn't like it that much. Actually, it wasn't my taste.

Speaker 1 [00:14:08] And the third one.

Speaker 2 [00:14:11] Third one was also good, I liked most of the part that, only that the girl talks too much, But the most of the sounds were interesting were satisfying.

Speaker 1 [00:14:24] Okay. So, the next question is, I want you to tell me, during watching the videos, which specific emotions did you feel? And also, if you can describe, like, any changes in your emotional state through, the advertisement.

Speaker 2 [00:14:47] The first one was mostly like satisfaction. I got thirsty, for example, when she said you can almost feel the beer it felt like that, And the sound made me thirsty. And do you have to say the, the positive and negative.

Speaker 1 [00:15:11] Yeah, you can say positive or negative anything you felt during watching the video.

Speaker 2 [00:15:18] Yeah. I don't have negative feelings for the first one. It was interesting watching the video was also interesting because the girl was pretty.

Speaker 1 [00:15:32] so which positive feelings?

Speaker 2 [00:15:38] I got satisfaction, I got thirsty which I think positive because the advertising was good, It was made for that so that worked ,it was also positive.

Speaker 2 [00:15:49] I also like the sound of ear to ear, like from the left to right ear when She talked.

Speaker 1 [00:15:57] Can you take the picture I sent you with positive and negative effects, and you can, look at the emotion.

Speaker 2 [00:16:04] Joyful. Happy. Yeah. I think passionate. Sexy. So yeah, That kind of feelings.

Speaker 1 [00:16:22] Okay. Cool cool. maybe the other picture.

Speaker 2 [00:16:30] sensitive maybe. Yeah I think, That's it.

Speaker 1 [00:16:49] For that and for the second video.

Speaker 2 [00:16:58] Okay. Second video was, loud. Too long, Maybe, Tense. That's the negative and positive was in the second video. Thrilled maybe or sentimental.

Speaker 1 [00:17:46] okay. And then for the third ?

Speaker 2 [00:17:49] Third one was. It was joyful. Happy. Loving. Optimistic. A bit nervous Maybe. Tense. Also tense. that that's it.

Speaker 1 [00:18:18] You know, it's what made you feel like, what made you feel like those positive emotions that you mentioned. And the negative one also made you feel like that?

Speaker 2 [00:18:32] For the first and the third positive. Why? Because, it was nice that she talked. And the third one was too much. The first one was a perfect, a little bit of Talk is nice, from left to right. Yeah It was interesting how she made it. The sound of beer was interesting. The Opening was also interesting. The sounds were pretty tense and interesting. I liked the songs of the first and third. And for the second video, the negative was too lou, in my opinion, And too long, she was washing her hands for too long. It was almost the same sound for a long time. So that's why.

Speaker 1 [00:19:22] Okay, cool. So now we're just going to move on to the next questions. Can you describe the level of pleasure or displeasure experienced during the advertisement, during watching the ad, and which elements made you feel this way.

Speaker 2 [00:19:48] Maybe actually it's because I'm used to watching Asmr. If it was my first time, It probably will be more pleasurable because I watched too much, It was in between. I felt some pleasure of some videos, but most of it was It was normal. Like I felt shivers. I felt like thrills.

Speaker 1 [00:20:08] Can you rate it?.

Speaker 2 [00:20:13] The first one was like 80%, the second one was maybe 30%, and the third one was like 50, 60% Pleasure. The first one was the best one.

Speaker 1 [00:20:28] And which elements made you feel this way?

Speaker 2 [00:20:51] The sound of opening a beer. The sound of beer itself. You know, the sound of the first girl when she talked and from the ear left and right. It was like, damn, That was pleasurable.

Speaker 1 [00:21:05] Okay, next question is during the advertisement. Did your level of excitement change? Like, were there any moments where you felt particularly excited or calm?

Speaker 2 [00:21:22] Yeah, the first one, I was excited all the time, the whole video, because it was short, so it was good. The second was I started excited, but it went down. The food was interesting. She was putting all the food. I got hungry because of it, And then she was watching her hand. It was nice in the beginning, but it was too long washing her hands, the excitement went down. And the third one was also interesting, opening, a new bag of chocolates, It was cool. she said, it's like a present. The sound of foil is like a present. You're watching something Unpacking, it's Interesting to see something coming out of the package.

Speaker 1 [00:22:04] And were there, like, any moments where you felt, like, particularly calm?

Speaker 2 [00:22:10] Yeah. The. I felt calm. And the third one, when she was doing, like, touching the foil and doing with the Coffee beans.

Speaker 1 [00:22:21] Yeah. The cocoa.

Speaker 2 [00:22:22] Beans. The. Yeah, the cocoa beans. It felt calm.

Speaker 1 [00:22:25] Okay, cool. Cool, cool. Next question is, so during, did any aspects of the ad made you feel particularly relaxed or stressed?

Speaker 2 [00:22:40] Yeah. The second one, I got stressed. Not that much Stressed a little bit maybe because when she was cleaning her hands It was a bit stressful, Maybe a little bit, but not that much. And the first one, it was, like, calm and interesting.

Speaker 1 [00:22:59] Okay. and How in control did you feel, during your experience with the Asmr and lwere there in or like, were there moments where you felt that the advertisement guided your emotions or reactions more than you expected? Like, were you in control of your emotion or were the.

Speaker 2 [00:23:31] Only the first because I got thirsty because it did really made me thirsty. And the second I was a bit hungry the first seconds, because the food just looked really great and how she did that it made me hungry a little bit.

Speaker 1 [00:23:51] So you felt that the advertisements could control your Emotions of.

Speaker 2 [00:23:57] Yeah. Definitely it could control your emotions. Some of the emotions.

Speaker 1 [00:24:03] Yeah. And overall did you find the Asmr as enjoyable or irritating. And can you maybe.

Speaker 2 [00:24:13] See why I find it generally enjoyable I think more enjoyable than irritating.

Speaker 1 [00:24:20] Can you say like why? What did you or didn't like about it?

Speaker 2 [00:24:30] What I liked about it is because I like generally Asmr, so yeah, that's why. And I think, also again, the sound of beer it made me thirsty. And it was nice feeling. And also the ads can make me thirsty because of sounds, even if you don't see it, it's pretty cool.

Speaker 1 [00:24:53] Okay, cool. So now I'm just going to explain to you, what are the Asmr triggers, right. Yeah. And then I'm just going to ask you a few questions about it. So the Asmr triggers, those are like specific stimuli that provoke the characteristic of the tingling sensation. These triggers, they can vary like among individuals. They include. Sounds like the whispering, tapping, crisp noises. Yeah. And or they include like some visual actions like, involving, like a careful, slow movements. In the context of advertising, these triggers are used to create a deep sense of calm and focus and potentially enhancing the viewer's emotional connection to the advertisement. So now I would say like that. I mean, like for main, triggers that are like the whispering, the tapping, the crisp noises and, visual action, the slow movements. So were there any, specific triggers from the ones that I mentioned before within the Asmr ad that, like, really stood out to you?

Speaker 2 [00:26:11] Yeah. The triggers were like washing hands was triggering, the sound of soap was triggering. And, washing your hands with the towel was also a triggering the sound. Yeah, it was kind of triggering, so. Yeah. And maybe to. It's not too much convincing.

Speaker 1 [00:26:33] Okay. And, did you experience any tingling sensation when you were watching the Asmr ad?

Speaker 2 [00:26:42] Yeah. The first video I did was I did have a little bit tingling.

Speaker 1 [00:26:46] So it was the where did you feel it on your body?

Speaker 2 [00:26:51] Right. I think my arms. Maybe upper body. Maybe.

Speaker 1 [00:26:56] Was it, like, continuous for the whole video, or was it, like, intermittent?

Speaker 2 [00:27:01] Yeah, a little bit. Not that long.

Speaker 1 [00:27:05] How how long?

Speaker 2 [00:27:06] A few seconds, when she opened the bottle and when she put the beer in the glass.

Speaker 1 [00:27:12] Okay. And how strong was it? Was a very strong.

Speaker 2 [00:27:15] it was soft. Not that strong.

Speaker 1 [00:27:17] No.

Speaker 2 [00:27:18] That's because I think I'm used to watching asmr. Yeah. That's why it's not that strong anymore. Maybe for the first time Yeah Maybe.

Speaker 1 [00:27:26] Yeah. And according to you, like, which is more triggers in the ad, did you find the most effective in inducing, like, the emotional and sensory response?

Speaker 2 [00:27:39] Trigger.

Speaker 1 [00:27:40] Yeah. Which triggers were most effective in getting that response out of you and that.

Speaker 2 [00:27:45] And I think washing hands mostly

Speaker 1 [00:27:49] was it the video, the slow movement, or was it the sound?

Speaker 2 [00:27:55] a long duration she was doing it and it was for few seconds she was doing it same mouvement. The sound was almost the same. So that's.

Speaker 1 [00:28:07] Yeah. Okay. Can you like the describe the type or the intensity of the response you had?

Speaker 2 [00:28:17] Not I don't know, actually. it was Not nice hearing it because I didn't like the sound of when she washed her hands with the towel, I didn't like the sound in general like when someone puts the chalk or the nails on boards. I gets shivers from it..

Speaker 1 [00:28:51] So those are triggers that you find unpleasant or ineffective.

Speaker 2 [00:28:55] Unpleasant. Yeah. And unpleasant triggers.

Speaker 1 [00:28:57] And or they're like any triggers that you like and you find pleasant.

Speaker 2 [00:29:01] Yeah. It was, that I did. It was the first one putting beer in the glass. the sound of liquid and it was really nice.

Speaker 1 [00:29:18] Okay. Any other triggers that, you found Nice?

Speaker 2 [00:29:23] Yeah. I liked the touching the foil slowly. That and the voice in the first video when that girl talked and the voice went left to right and changing in your ears.

Speaker 1 [00:29:39] And do you think your reaction to those Asmr ads, how different is it from your reaction to normal advertising's? Do you think it's different or is it the same?

Speaker 2 [00:29:52] I think it's different. I was more focused. I was more focused because it was slow motion moments. It was like zooming to hands, zooming to beer. Yeah. It was like, I think more focused. You were.

Speaker 1 [00:30:05] More focused. Okay. Yeah. So. And did your perception to the brand? Changed after watching the Asmr ads?

Speaker 2 [00:30:18] Yeah, the first one, the beer. I don't drink beer, but I was like, okay, I want to try it. Okay. It looks good in the video.

Speaker 1 [00:30:27] Yeah, for the other one was the change?

Speaker 2 [00:30:31] The soap didn't change, And the chocolate also not that much because I'm not a fan of dark chocolate, but I will try it just because it looks Nice, It looks really clean.

Speaker 1 [00:30:45] And do you feel like, more connected to the brand after experiencing the ads?

Speaker 2 [00:30:50] Yeah, I think I did get the first one a bit connected. Yeah. I think the, the person that was holding the beer was also nice too.

Speaker 1 [00:31:05] And how, likely are you now to, like, purchase the product?

Speaker 2 [00:31:10] Normally I don't drink beer, but I would try it like. Like more than usual, I wouldn't buy it. But now I was thinking normally I wouldn't even think Now I'm thinking how does it taste? Maybe it's nice, Maybe I should drink it. Yeah.

Speaker 1 [00:31:31] Okay, cool. And, so now since you're a regular Asmr viewer, how does this Asmr ad compare to the usual Asmr, you watch how different it is.

Speaker 2 [00:31:45] Yeah, they're not like ads. that's a good question. I think what I watch are more intense because some of the sounds I didn't like it. So I watch exactly some of them like what I like, for example, the thicking on the chocolate or that kind.

Speaker 1 [00:32:24] like the tapping.

Speaker 2 [00:32:27] Yeah. Slow motion tapping. And then left to right, the sound left crisp noises. Yeah.

Speaker 1 [00:32:36] Okay. Cool. And, would you prefer, like, more advertisements to include Asmr elements in the future?

Speaker 2 [00:32:46] For me, maybe. Yes. But I think in generally for most of the people no because, I think the normal ads everyone can watch normal ads, but asmr is for specific people, ads for asmr people. And normal people would like to watch Asmr. Maybe they find it cringe or they don't find it nice at all. So, yeah, I think generally, yeah. But for me, it was cool

Speaker 1 [00:33:13] You would like it would for you to prefer them.

Speaker 2 [00:33:16] Yeah, Because I my focus was like more than the normal. Because it was zoomed in and the slow motion was cool.

Speaker 1 [00:33:27] And do you think there are any specific types of products or brands that you think they would benefit from using Asmr in their ads?

Speaker 2 [00:33:40] Okay. That's also a good question. I think most of the food products or drinks products. Like the soap I didn't like that much. Yeah I don't know. I think the food food industry and the drink industries because they have better sound and. Yeah, I think even chips. Chips has the crunchy sound for example, that could be nice to, like, Lays or something.

Speaker 1 [00:34:13] Okay. Yeah, I think so. That was the last question. Okay. Thank you. Thank you so much for your help.

Asmr non regular viewer 7

Speaker 1 [00:00:01] Okay, so, first, I'm, just gonna explain what is ASMR and ask general questions about it. So first, ASMR, or Autonomous Sensory Meridian Response, is a sensory phenomenon characterized by a pleasant, static-like tingling sensation on the skin, often starting from the scalp and potentially spreading to other parts of the body. This sensation is typically induced by stimuli such as focused, precise tasks, close personal attention, or specific audio stimuli like whispering and tapping. It is associated with feelings of relaxation and well-being and People often seek out ASMR to help with relaxation and stress relief." So, first I would like to ask you, how familiar are you with asmr content before participating in this study, this could range frequent interaction to not at all.

Speaker 2 [00:01:07] I'd say infrequent interaction. So I'm familiar with Asmr and its growth and popularity. I'm aware of different, streamers and influencers and people on social platform and things like audio asmr like whispering. And yeah, I'm aware of like the physical reaction that it gives.

Speaker 1 [00:01:33] Okay. Can you describe any prior experiences you had with asmr.

Speaker 2 [00:01:40] Yeah. So like I said with whispering I get like the tingling in the back of my skull like that and it sort of runs down the back of my spine, and it's mostly located at the back of my head and along with it.

Speaker 1 [00:01:53] Okay, cool. So first, there's a couple of videos, advertisements. And then when you play the video, you can watch the video if you have any emotions, any reaction, you can just pause the video and let me know, and then after it's each video you can give me like your overall impression and what you felt.

Speaker 2 [00:02:21] Okay. So actually was it when I have a reaction to let you know.

Speaker 1 [00:02:25] Yeah. If you have any feeling emotions, the reaction something that you've seen while watching, just pause the video and let me know, then at the end you can give me your overall impression. So you have the first one.

Speaker 2 [00:02:41] Called Ultra Cold.

Speaker 2 [00:03:09] Yes. Yeah. Yeah.

Speaker 1 [00:03:26] So I will already put in the chat. The second and the third.

Speaker 2 [00:03:35] Okay. I can't hear you. Okay. Now that. Yes.

Speaker 2 [00:04:03] Yeah. So now whispering I just paused it at 10s to 14 seconds it gives me tingles in my ears.

Speaker 2 [00:04:28] Yeah. So every time she talks, I paused it again at 30s. Every time she talks, I get a reaction. But the tapping of the hands on the beer and the rolling of the beer doesn't do much.

Speaker 1 [00:04:56] Pretty cool. So can you, like, tell me your overall impression? And why did you feel that you like it or not?

Speaker 2 [00:05:04] I did, I find it a little bit weird at first, every time I have the reaction. But it gets less as the video goes on. So the first time she speaks is like, oh. And then the second time is a little bit less of a reaction. But I find her speaking is more, like does more than the other sounds

that like the tapping and things like that. But then when she pours the beer as well and that foaming how it sounds is also nice.

Speaker 1 [00:05:33] Okay cool. Now I put in the chat the second and the third video. You can just find them. You can find the links.

Speaker 1 [00:05:45] Yeah. The just the second one.

Speaker 2 [00:05:47] Is not answering anything. Okay.

Speaker 1 [00:05:50] Yeah. Also the same if you have any emotions reactions, you can pause the video and Let me know.

Speaker 2 [00:06:05] The sound of the rice squishing It's like a lot. When she's putting the pieces of meat down, it's really over the top squishing, which doesn't seem to match up with the visual and the audio which makes me feel weird.

I'm not sure what isthat, I think it's an egg in her hand when she puts that it opens at 37 seconds. That's Gleaned? Not necessarily nuts. The sound of the running water when she's washing your hands at like 49 seconds, And then the visual of her washing their hands is really quite nice. Yet again, One minute, three seconds; The audio, you know, doesn't really add up to me. It's like they've made an audio sound that's not actually what it sounds like to be washing your hands, and that makes it really uncomfortable. I don't like the squishing sounds around the minute 20, yeah uncomfortable.

Speaker 1 [00:08:22] How does it make you feel?

Speaker 2 [00:08:25] It makes me really tense in my shoulders and makes me want to like cover my neck.

Speaker 2 [00:08:32] This is Strange. Yeah, I'm starting to feel like an aversion. Like I want to move away from it. The level of the sounds like bubbles in her hand shouldn't make the sound It sounds almost like cardboard to me. So, yeah. Makes me feel negatively.

Speaker 1 [00:09:02] So you do like the sound of water pouring.

Speaker 2 [00:09:06] Was going to say, the water started pouring again And that was nice.

Speaker 1 [00:09:09] But when she starts washing her hands, you don't like it.

Speaker 2 [00:09:21] Yeah.

Speaker 2 [00:09:24] So now she goes and hand on the towel is nice.

Speaker 1 [00:09:48] Yeah. So that was it.

Speaker 2 [00:09:51] I also listen to rain Sounds a lot. I think it's I don't know if it counts or not, but I listen to that to help me relax. Oh, yeah. I really love the sound of water.

Speaker 1 [00:10:04] Okay. Oh, cool. Yeah.

Speaker 2 [00:10:09] Next video?

Speaker 1 [00:10:10] Yeah. Next video.

Speaker 2 [00:10:12] Oh I see. Oh, really? I need to like this.

Speaker 2 [00:10:21] Oh, this is your research. This is the third video. The sound of her opening the chocolate is fine, but that's not really.

Speaker 2 [00:11:00] Oh, I like the foil, yeah. I really like the sound of when she's going to unwrap the foil, That makes me feel good.

Speaker 2 [00:11:33] She just said, it's just like opening up a present and that's the feeling that I get, the excitement of opening a present.

Speaker 1 [00:11:39] Yeah.

Speaker 2 [00:11:48] Okay, now it's going too long and I don't like it.

Speaker 1 [00:11:52] What was that?

Speaker 2 [00:11:54] One minute 15. She's done it for too long.

Speaker 1 [00:11:57] Like the talking and the whispering?

Speaker 2 [00:12:00] No the foil. And she's still crinkling it without opening it yet, and I don't like it.

Speaker 2 [00:12:10] I don't like the sound of her sniffing and feeling it in. Her whispering is nice, but the smelling is kind of gross. I like the sound of the beans dropping into the bowl, This is quite nice, I like that it's a bit muted. It's not a very loud sound. It's very soft and Moody. Yeah. The snap of the chocolate does nothing for me. When she bites it tho That's really nice sound. But then she brings out to her and I don't like that. That's it.

Speaker 1 [00:14:11] Okay, cool. So what about this one?

Speaker 2 [00:14:16] Oh, I liked it. It was nice. It didn't feel as over the top as the wash. It felt more like that's what it really sounds like, but I just got to hear it really clearly rather than manufactured. Yeah. I felt like I was sitting there with her. But I also feel weird about the fact that she was whispering at the start, And then she continues to whisper. It feels like she should at some point speak. Yeah. It was kind of strange that something that I feel, like I like Asmr, but the whispering at some point becomes a little bit, I don't know, It doesn't stimulate me more.

Speaker 1 [00:14:57] It's like you get used to it?

Speaker 2 [00:14:59] Yeah, like being desensitized to it. Just like after the initial, like, hey, in the back of the neck, it really settles down. And then I just feel like, like what this lady told.

Speaker 1 [00:15:11] It's okay. Cool. So, first I'm just going to ask you a few questions about your reaction and your emotional response in my head. So first question is like, what was the immediate reaction when you watched advertisements.

Speaker 2 [00:15:30] I felt, Intrigued, like I was really interested and engaged in what they were showing, like of my attention was fully towards that. I didn't feel particularly happy, sad, anything... I think in the second one I felt a little bit uncomfortable, and a little bit put off because to me, the audio and visual didn't catch up. But for the other two it was a beautiful woman sitting there. So it was nice to look at and the sound was so nice.

Speaker 1 [00:16:08] so next question is like during the viewing which specific emotions did you feel and can you like, describe any changes in your emotional state through the advertisement?

Speaker 2 [00:16:20] Yeah, I think so I felt maybe not happy, but it's More stimulated, A bit energized by it. It's not really an emotional. I think my emotional response was more calm. Like, right now I feel more calm after having watched them. So yeah, mentally I feel more calm and physically I feel more calm as well. Except for the middle video it Made me feel really tense. It made me feel a little bit annoyed until the video or audio wasn't actually like it made me angry, Because I could sort of see what they were trying to achieve they didn't and I felt like they were doing something wrong.

Speaker 1 [00:17:07] Can you refer to the pictures about the negative and positive effects, And like from those pictures you can see which emotions that you can specifically relate to, just to help you out.

Speaker 2 [00:17:25] So the first video I think I felt Indifferent to positive. I felt pleased, Enthusiastic, And peaceful. Yeah. And then for the second video, I felt, Enthusiastic at the start, And then I started to feel towards negative effects on the anger, I felt a little bit frustrated and irritated. And then maybe even not quite fear, but I felt like quite tense. Physically Quite tense.

Speaker 1 [00:18:04] Okay.

Speaker 2 [00:18:05] Yeah. And then the third video, similarly positive, pleased., Contented, Maybe relieved a little bit when she finally opened the chocolate from. But then also a little bit tense when she came to the part, like, struggling out for too long. It made it, like, a little bit tense that, she didn't move from one activity to the next quick enough for me.

Speaker 1 [00:18:38] Okay, cool. And can you maybe, like, describe the level of pleasure or displeasure you experienced during the asmr ad?

Speaker 2 [00:18:47] Yeah. S,. The first one was mild, I think the positive actually all the positive ones were quite mild. You know, a scale of 1 to 10, I'd say like 4 or 5. My response afterwards, I'd say, is more so my feeling of peacefulness now is probably at like 6 or 7. But then when I felt the negative emotions in the second out, it was much more acute. Like I felt that much more that I felt happy to.

Speaker 1 [00:19:23] you felt more displeasure?

Speaker 2 [00:19:25] Yes. Yeah, I felt more this pleasure than pleasure.

Speaker 1 [00:19:28] Do you know which elements of the ads made you feel this way? made you feel pleasurable or displeasurable?

Speaker 2 [00:19:36] Yeah. I think the visual matching up with the audio obviously was really important to me. So, I felt really peaceful looking at the beautiful women, especially like Zoe Kravitz in this really nice background, coming from a really peaceful and calm.

Speaker 1 [00:19:58] Yeah. Yeah. And which elements made you feel the displeasure?

Speaker 2 [00:20:06] Yeah. I think, The close ups of the hand washing made me feel uncomfortable? Not the hand washing itself, but just the sound. The visual was kind of neutral. But, yeah, I didn't like the sound. Yeah, but visually, like the dirty hands becoming clean, I'm quite indifferent to that. Yeah.

Speaker 1 [00:20:36] All right. And did your level of excitement change? Can you describe any moments where you feel particularly excited or calm?

Speaker 2 [00:20:46] Yeah. When she was like just about to open the chocolate. There was a little bit of delay like my excitement sparked, and then she was still tapping on the foil And then it didn't Or she didn't. It was like an almost climax then it was an anti-climax. And then, yeah, a bit of a letdown. So that was like a spike in emotion there. I didn't feel anything when she opened the beer in the first one, that wasn't particularly interesting. When they were putting the rice together in the wash in the second one, That was quite exciting, And looking at all the different colors of the food as well I felt like I could experience the flavors and what she was dropping the things or something over the top.

Speaker 1 [00:21:38] were there any moments where you felt like calm.

Speaker 2 [00:21:42] Yeah, I felt quite calm during the whole of the first video. I think there was no real big spike it did for me. It just was like an overall feeling of happiness and calm contentment.

Speaker 1 [00:21:55] Yeah. All right. And did any like aspects of the asmr ads made you feel like, particularly relaxed or stressed?

Speaker 2 [00:22:09] Yeah, I think so, the relaxedness came after she broke the chocolate in the third one, it was a great hit. She's unwrapping the present It was the same feelings that I get unwrapping a present myself. It was like, vicariously. So that was like a peak of excitement. And then after that, I felt really calm and relaxed because it was open, We could see what was inside and then the opposite So you could enjoy it.

Speaker 1 [00:22:39] Yeah, Anything that made you feel stressed?

Speaker 2 [00:22:46] Yeah, the handwashing and the close up. It was for too long, It felt like it was also building, but it didn't like the Experience, so the longer it drags on, the more tense I felt. And then when she finally, like, turned on the water and off to the side that was coming to me. That was awesome because I could hear the sound of water again.

Speaker 1 [00:23:12] And, how in control did you feel, during your experience with the asmr ad? were there any moments where you felt that the ad guided your emotions or reactions more than expected? Like were you fully in control of your emotions or no?

Speaker 2 [00:23:30] Yeah, Like I was definitely guided by it. But it's not something that I'm particularly worried about. I know that advertising is designed to do that, So I sort of allowed myself to go along with it. But I did feel like the level of irritation that I felt in the second one was maybe a bit more than I expected. I felt myself leave away from the screen, like I didn't want to be here anymore. Yeah, that was probably the most reaction I had.

Speaker 1 [00:24:05] And overall, did you find the ads enjoyable or irritating?

Speaker 2 [00:24:12] Overall enjoyable. Obviously the second was not so enjoyable, but I liked the start of it and I liked the end. I just didn't really like the really close up.

Speaker 1 [00:24:25] Yeah. And what about the other, why did you find it enjoyable?

Speaker 2 [00:24:30] The first one was like, all of the visuals around were really peaceful, and I liked looking at the subjects. And also the idea of, like, opening a beer there and the sounds of opening a beer made me happy because I like drinking beer. So I associate that with, like, sitting outside and relaxing. And then for the third one as well, I really love that particular kind of chocolate. So when She opened the chocolate and she was snapping it, That made me feel really quite happy because I could put myself in that situation, Oh yes, That's such a nice feeling.

Speaker 1 [00:25:08] Okay cool. Nice. So now, we'll move on to the next part. I'm just going to explain what are the Asmr triggers, And then I'm just going to ask you some questions about it. So Asmr triggers are specific stimuli me that provoke the characteristic tingling sensation of asmr. this triggers can vary widely among individuals, but commonly include sounds like whispering, tapping with crisp noises, or visual actions like the careful, slow movements, you know? And so those are, I would say the main 4, asmr triggers. In the context of advertising, these triggers are used to create like a deep sense of calm and focus and then enhance the viewer's emotional connection to the ad. So, the question is were there any specific elements or triggers with the asmr ad that really stood out to you? And can you describe them?

Speaker 2 [00:26:15] Yeah, I think the first three triggers that you talk about applied very much to me. Like the audio ones, the whispering was probably the most intense reaction that I had. It was like a very clear spot in my emotion. Like I felt very focused, and very drawn into the rest of the video because of that. The tapping was also nice, but only to a certain extent. And then, yeah, in the first video, which she taps his fingers on the beer and rolls around the table, That's quite nice. But less of a reaction than the whispering. And then the crisp noises, So when she lays the food out in the second video at the start, that's quite nice as well, again I felt like the audio visual didn't match but I really enjoyed like this kind of squishing sound. But the close up slow motion visual I felt nothing. I wouldn't even know it was a trigger.

Speaker 1 [00:27:22] And did you experience any tingling sensation when watching the ad?

Speaker 2 [00:27:26] Yeah. Yeah, all of them.

Speaker 1 [00:27:28] where did you feel it on your body?

Speaker 2 the back of my neck

Speaker 1 And was it for how long?

Speaker 2 [00:27:36] I'd say with the whispering at the start of the first video, It lasted a few seconds, and then sort of eased out, and then I just felt relaxed. In the second video, it was during the first part, which is lays the food out, also made me feel tingly in the back of my neck, But then when she was washing your hands and I didn't like the sound, it made me feel tense all along with the back of my shoulders, and the tingling was replaced with like, muscle tenseness. And that also was kind of tingling that more between my shoulder blades, So like, further down my back. Yeah. And then in the last video, I also had the tingling on my neck. But then when she didn't open the chocolate fast enough, it also became a little bit tens, So I felt maybe a little bit stressed.

Speaker 1 [00:28:25] So you would say that English was more like continuous or intermittent?

Speaker 2 [00:28:32] Intermittent.

Speaker 1 [00:28:33] And how strong was it?

Speaker 2 [00:28:36] It was strongest for the third video. I think she whispered more like there was more vocalization. And because the whispering is such a trigger, I felt like I was more sustained through the whole video. But yeah, each time she was good, it would sort of spike and I would get the trigger again. But in the other two videos, it was more intermittent, And then I just felt relaxed The whole time.

Speaker 1 [00:29:02] And which, is and what did you most effective in inducing a sensory or emotional response.

Speaker 2 Whispering,

Speaker 1 can you describe the type and intensity of the response.

Speaker 2 [00:29:18] Yes and no. It feels like I just want to, like, squish my neck out. I feel Maybe vulnerable is a good word for it. Yeah. Not necessarily exposed, but more aware of myself, And it's sort of as my emotions are being pulled out of me Unconsciously. Yeah. Which I think is the point. But yeah, I definitely thought that with the whispering It sort of cooled out. Like, I'm not sure if it was negative or positive, but just the level of intensity and excitement, I guess.

Speaker 1 [00:30:00] And were there like any triggers that you found to be ineffective or unpleasant.

Speaker 2 [00:30:06] Yeah, the close ups of slow motion. Yeah. Like I was not sure whether it was on that, only the audio triggered me.

Speaker 1 [00:30:15] Anything unpleasant?

Speaker 2 [00:30:17] Yeah. The audio in the handwashing of the second video was quite unpleasant. it was very intense. And it didn't, make me feel good, It made me feel stressed.

Speaker 1 [00:30:31] And, how do you think your reaction to the Asmr triggers Compares to, like, the typical advertising methods?

Speaker 2 [00:30:41] I think it's a really effective method, because causing a physical reaction makes my brain pay more attention to what is this that's causing an emotional response. I think it's far more effective than other advertising methods because it pulls my emotions towards it without me consciously being aware of it. And then only upon reflection Am I aware of, like, the emotional response that I actually had.

Speaker 1 [00:31:10] Okay. All right. So, now this is the for questions about, your attitude toward the brand and your perception. So has your perception of the brand changed after watching the asmr ad? In what way?

Speaker 2 [00:31:29] Yeah, I think that's why I can't even remember what it was. But it definitely made me like I love being on it made me feel positively towards beers generally. And it made me think that. Yeah, that must be like a very refreshing drink that, you know, would be good. The second one. I don't like the soap brands now. Yeah, it really made me feel uncomfortable. And it made me feel not like it would make me clean, but, like, it would stick to me, So not good. And then the lint already had a bias towards it because it's a chocolate brand that I like, but I think the, the setup and the, the visual being very clean and minimalist and the very, focused audio made me feel very positively towards the brand.

Speaker 1 [00:32:29] And do you feel like now more connected to the brand after you experienced the ads.

Speaker 2 [00:32:35] No.

Speaker 1 [00:32:35] And, how likely now are you like to purchase the product featured in the is asmr ads.

Speaker 2 [00:32:44] I think now that unconsciously thinking about it, I would say not that muc,. But I'm not sure If you hadn't have asked me this question, I'm sure there's some unconscious bias towards the beer and to lindt. Yeah, I think on some level I'm more inclined to buy the chocolate.

Speaker 1 [00:33:04] Yeah. How does the asmr in these ads compare to like the usual asmr experience you had before?

Speaker 2 [00:33:17] Yeah. It's it feels More like I was in a one on one situation. Because my exposure to it so far has been kind of sporadic. And when I come across it, I don't seek out those streamers, I felt like this maybe didn't give me a connection to the brand, but made me feel like I had an interaction with another person on a very intimate level.

Speaker 1 [00:33:45] Yeah. And was it different from the other, advertising methods that you are familiar with?

Speaker 2 [00:33:51] Yeah. Yeah, I found it much more approachable. I find other advertising methods like, bright colors, loud noises and like flashing slogans and things like that to be really Off putting. I think because I'm not responsive to the slow motion visual stimuli as much as the audio, I think I'm more susceptible to this kind of advertising than regular advertising.

Speaker 1 [00:34:19] And would you like prefer more ads to include Asmr elements in the future?

Speaker 2 [00:34:24] Definitely not. I don't like to be manipulated. So no If it works like this.

Speaker 1 [00:34:32] And do you think there is any types of products or brands that could benefit from a smile in their ads.

Speaker 2 [00:34:39] Yeah. I think anything to do with the body, skincare particularly, because the feelings that I get with Asmr are very much connected to my physical body. Yeah, maybe makeup and cosmetics, although not as much because the tapping on the bottle doesn't do much for me. Yeah. Anything to do with like wellbeing. And then like physical, like nutrition, sustenance, skincare, that sort of stuff.

Speaker 1 [00:35:10] Okay. All right. So I think that was the last question.

Asmr regular viewer 8

Speaker 1 [00:00:01] Okay. So first, before, I, before we start watching the videos, I'm just going to ask you, like, a few questions. Okay? the first just some general questions about Asmr. So, first of all, I would like to ask you, how familiar, are you with the Asmr content before participating in this study? this could range from, frequent interaction or none at all. Like, how is it with you?

Speaker 2 [00:00:43] Yeah, I had experience before. So it's not something new for me

Speaker 1 [00:00:48] Yeah. And, first I will explain what is Asmr to, so Asmr or autonomous sensory meridian response is a sensory phenomenon characterized by pleasant, static like tingling sensation on the skin, often starting from the scalp and potentially spreading to other parts of the body. The sensation is typically induced by stimuli such as focused precise task, close personal attention, or specific audio stimuli like whispering, tapping. It is associated with feelings of relaxation and well-being, and people often seek out a similar to help with relaxation and stress relief. So I would like to ask you how frequently do you watch, Asmr videos and for what purpose?

Speaker 2 [00:01:49] Maybe once or twice a week. Yeah, Mostly for a relaxion to fall asleep.

Speaker 1 [00:01:59] Yeah. And can you describe the experience you have with Asmr? Like what kind of videos do you watch?

Speaker 2 [00:02:13] Mostly I watch people eating something. It's it's not a mukbang, but just that, when, for example, the, smuggling, mouse. Yeah. Like put candies in your mouth play with it, I also like, whispering. Whispering Like touching something doesn't affect me really, so I prefer this month sounds and whispering.

Speaker 1 [00:02:55] Whispering and mouth sounds. All right. So first we're going to start watching the videos okay. We will watch like each video alone, And while watching the video, if you have any reaction, any feeling that you get, you can pause the video and then tell me how it is. And after, like watching each video, you can tell me your overall impression, about the Asmr ad. Okay?

Speaker 2 [00:03:24] Okay. Okay.

Speaker 1 [00:03:25] Cool. So, yeah, I think now you can, start you can open the first link. You can start watching and. Yeah.

Speaker 2 [00:03:36] Okay. But I need to mute myself. All right. No, no.

Speaker 1 [00:03:41] No, don't don't mute yourself. It's okay.

Speaker 2 [00:03:45] Okay. Okay. This was a nice one I think, because we whispering, but also no background songs. And I think, it was nice and relaxing I will say. But to be honest Maybe you'll ask it to inthe future But it didn't draw me to drink a beer. I Just like the whispering.

Speaker 1 [00:05:23] you Just like the whispering, and did you get any feelings any emotions?

Speaker 2 [00:05:31] Relaxation, I was so relaxed when she started whispering.

Speaker 1 [00:05:37] Okay. And what do you think about the ad overall? Like your impression.

Speaker 2 [00:05:46] Nice visuals I would say. But again, I don't want to drinkk a beer, just a Nice advertising.

Speaker 1 [00:05:59] Okay. Now you can maybe watch the second one. Also, if you have if you have any impression, you can pause the video. It's okay and let me know.

Speaker 2 [00:06:14] Okay. Okay. That one was much better because it combines, my favorite asmr types like whispering and, chewing. And also, it was persuasive, because in the first ad it was a little bit abstraction like, and here everything is up to the point like every single chocolate. And as a chocolate lover I would say it really, I would eat a chocolate right now. Yeah. I just like this sound,. And it was nice.

Speaker 1 [00:09:55] Okay, cool. Now you can maybe watch the third video.

Speaker 2 [00:12:26] Okay, that one have, really crazy sounds nd really nice ones. but, I also like watching cook preparation videos, but I don't know if it's considered asmr, But in this context, I like the sound of rice when she puts the chicken on the rice, I really like that, and the sounds of how she was doing her hands with the soap, I felt like some of this scratch in my brain.

Speaker 1 [00:13:09] So, anything you didn't like? Maybe about the video?

Speaker 2 [00:13:15] I don't think. No, but if it wasn't an ad, I wouldn't get the purpose of the video, so I will just say it's an ordinary asmr.

Speaker 1 [00:13:29] Yeah. And for the previous video, the one with the chocolate, is there also in something that you didn't like or was it all or overall all good?

Speaker 2 [00:13:43] Maybe, Sometimes it was too silent. Maybe she could feel that it was supposed to be something, but overall. Yeah.

Speaker 1 [00:13:58] Okay, so now we're going to move on to the questions. So the first question is what was your immediate reaction when you watched the Asmr advertisements?

Speaker 2 [00:14:15] My immediate reaction, how can i say

Speaker 1 [00:14:31] Like, what was the first thing that came to your mind and that your body did, or like what you felt?

Speaker 2 [00:14:40] But it really depends on the video. Yeah, for example for the beer one I didn't get any emotions. It's was weird, but maybe for a chocolate one in the middle I got some, maybe intention chocolate, interest in chocolate, I don't know.

Speaker 1 [00:15:23] Interest inchocolate?

Speaker 2 [00:15:25] Because, my first impression, I always like to analyze what's going on, not to be affected by emotions. So, I wouldn't say that I feel something immediately.

Speaker 1 [00:15:38] Okay, and for the soap video?

Speaker 2 [00:15:43] Dthe third one, the sounds I immediately like them, but it was very I don't know. I really like that sounds, it was Relaxing, tha's all.

Speaker 1 [00:16:07] Okay. So, moving on to the second questions I would like to ask you during the viewing, which specific emotions did you feel when watching the video? And also if there's like any change in the emotional state while watching the advertisement, I will also send you a picture, and it has emotions, like negative and positive effects. And I would like if you can refer to that picture and see which emotions you felt. You can also refer to this picture if you want.

Speaker 2 [00:17:36] So I need to describe my motion to each one or all.

Speaker 1 [00:17:41] Yeah, for each, video. Like, you can, see, what kind of emotions you did you feel. And also if there was any change while watching the video and you can say for example, for the beer video, this is what I felt this and that for the chocolate, this is what I felt for, you know, for the, also the soap video this is what I felt maybe in this particular moment I felt like this. And later I felt like that, you know. And you can refer to the emotions in the picture I sent you.

Speaker 2 [00:18:29] So for the beer on, I think At first I felt like, maybe in the beginning of the video I felt optimistic looking at that Mountains and every. But, when she started to speak or to pour the video, I feel really pleased. Because her voice is nice, and there is no sudden, like I would expect maybe a the beer to explode or something like that. But no, it was nice. So I feel pleased, so optimistic at the beginning and pleased towards the end, for the chocolate one when she started to play with the chocolate, I would say it was, maybe joyful, and afterwards when she started to eat it with her mouth. I felt like maybe Very calm, very calm and I felt that I need to try it, there was a small feeling that I would like to try it, myself.

Speaker 1 [00:20:40] Okay.

Speaker 2 [00:20:43] about the third one? Okay for the third one I thought it was it would be a cooking video maybe, So I felt really at the same time happy and relieved, but towards the end when she started to wash her hands I felt fulfilled.

Speaker 1 [00:21:15] Fulfilled.

Speaker 2 [00:21:17] Yeah, like I don't need nothing more like it was enough for me. I could watch that video for an hour.

Speaker 1 [00:21:27] That's okay. Nice. Can you maybe describe the level of pleasure or displeasure you experienced during the Asmr advertisements? And which elements made you feel this way?

Speaker 2 [00:21:51] for the first one I just liked her voice. So building on that, I think., I would say it was. From the scale from 0 to 5, I would say it's a three.

Speaker 1 [00:22:18] Okay. And for the Other one

Speaker 2 [00:22:22] and for the chocolate one, It was pretty to calm straight to the point, I would say, it also combined whispering, chewing, so I would say 4 and the last one I liked every sound they made, so it's definitely a five.

Speaker 1 [00:22:45] A five. Okay. And which specific elements made you feel this way, like, made the video feel very pleasurable.

Speaker 2 [00:22:59] I would say these are some of points at the two first videos, I can say that there was a sudden change, but for the last one, I think there's a change to the handwashing, it was a completely different experience.

Speaker 1 [00:23:31] Okay. And, also during the advertisement, did your level of excitement change? Like, can you describe if there was moments where you felt, excited or calm?

Speaker 2 [00:23:48] For the last one yes, as I said cooking video is really interesting, at the beginning I got excited wow we will cook something, But afterwards, when the topic is changed, I think I felt really quite relaxed. And for the chocolate one when she started to eat it, so it was, really cool. For the first one. No I don't. I don't think I have something.

Speaker 1 [00:24:38] neither exciting or calm, You didn't feel anything?

Speaker 2 [00:24:43] No i didn't feel, okay, okay. I felt I felt calm throughout the whole video, but I didn't feel any change.

Speaker 1 [00:24:52] Okay. Okay. And did any aspects of the Asmr advertisement make you feel particularly relaxed or stressed?

Speaker 2 [00:25:06] What do you mean by that?

Speaker 1 [00:25:10] Like, anything in the video? Either the visuals or the sounds or whatever or something that happened that made you, feel relaxed, or is there something that happened in the video that made you feel stressed?

Speaker 2 [00:25:28] First one, I think the dynamic introduction it wasn't a good, to be honest no I didn't like that. so after that dynamic intro and then this calm environment she starts to drink it maybe confuse me a little bit. For the second one, I would say it was really nice. It was minimalistic. Like, the video was constant, maybe a little bit change obviously, but it was a really

nice plan. For third one I would say it also has a nice environment, but the change I would say it wasn't too sudden, so I didn't feel maybe irritated, so I feel relaxed. So, for me the problem was only in the first video.

Speaker 1 [00:26:30] So, the second and the third video you felt relaxed.

Speaker 2 [00:26:36] Yeah.

Speaker 1 [00:26:37] for the first video you didn't feel relaxed?

Speaker 2 [00:26:44] Maybe towards the end, but from the beginning. So because my expectations were like, broken. So I expect some dynamics. And then it was calm, so I wasn't a bit fast, but after that it's like a diminished.

Speaker 1 [00:27:02] And were there any other time where you also felt stressed?

Speaker 2 [00:27:09] No.

Speaker 1 [00:27:09] No. Just in the first video In the beginning.

Speaker 2 [00:27:13] Yes.

Speaker 1 [00:27:16] also, now we're going to move to the next question is like, how in control did you feel during your experience with the Asmr advertisement? So like, were there moments where you felt that the advertisement guided your emotions or reactions more than you expected?

Speaker 2 [00:27:40] So again maybe, because I'm not a fan of a beer. I didn't feel like the advertising is controlling my emotions. So it was just a nice video, that's all. But, for the chocolate one, I would say that I feel a normal chocolate, but when she start to like, chew it, it was really like she's chewing something more than a chocolate. So I felt like, it was really affecting me. So I was persuaded that it's a nice crunchy chocolate. So maybe they put a high volume to the mouth, but, that affected my perception. And for the soap video I will say that at the beginning normal food doesn't make such sounds. Maybe like they made it up, but it really affected my feelings and also the soap sound. It was really, really nice. And I also don't expect normal soap to do such sounds. I mean, so this sounds effect was really impacting my feelings.

Speaker 1 [00:29:35] Yes. Okay. So you say that for the second and the third video, you felt that you were not in control of emotions and they were guiding you. But for the first one, it was not the case.

Speaker 2 [00:29:50] I would say yes, because, it was a normal beer sound like calm. But for the other ones, it was like they artificially made it to more pleasant.

Speaker 1 [00:30:05] Okay. Cool. So now we will move on to the next, question. And, did you find the Asmr advertisements overall enjoyable or irritating? And can you say why , and what did you or didn't like about it?

Speaker 2 [00:30:30] To be honest, I don't remember that I've watched asmr advertising before. Maybe I've watched some, some bloggers, like some influencers like to do like touching some brands, I don't know.

Speaker 1 [00:30:57] But for this specific advertisement that you just, saw, were they, like, enjoyable or irritating?

Speaker 2 [00:31:05] No, they, they were definitely enjoyable yeah. And I think it it's really affecting, it's really effective advertising for a new generation. Like, for more fun to watch such videos you just. So I think it's a nice trick.

Speaker 1 [00:31:31] Yeah.

Speaker 2 [00:31:32] And I see it also sometimes you have just a stupid advertising that just shows you the products, and here It represents user product in a way that you love I'd say.

Speaker 1 [00:31:52] Okay. So now, we will move on to the next part and it's about the Asmr triggers. So first I'll explain what Asmr triggers are. And then I'm gonna ask you a few questions okay. so Asmr triggers are specific stimuli that provoke the characteristic tingling sensation of Asmr. These triggers they vary widely among individuals but commonly include sounds like whispering, tapping, and, you know, crisp noises or some visual actions that like involving like careful, very slow movements. So in the context of advertising, these triggers are used to create a deep sense of calm and focus and potentially enhancing the viewer's emotional connection to the ad. So the first question now you see that I mentioned like for triggers mainly they're like whispering, tapping the crisp noises like when you touch the foil or when you slap something or, or whatever, and you have these slow movements and the visual action. Yeah. So were there any specific element or triggers within the Asmr act that stood out to you, and can you describe them?

Speaker 2 [00:33:17] Yep sure for the beer video, it's definitely The, actresses voice.

Speaker 2 [00:33:31] Yeah. It was like nice and calm, echo. Yes she also did the tapping for the beer But, it didn't create a trigger effect on me because it was just. So I was affected, mostly by the voice.

Speaker 1 [00:33:51] The whispering.

Speaker 2 [00:33:53] Yes, the whispering . Okay. For the second one. Oh, yes she also did first some tapping. but compared to her voice and mouth cracking. it Didn't make such an impact on me? So for the second video with chocolate I would say it's again whispering and mouse chewing.

Speaker 1 [00:34:18] Yeah.

Speaker 2 [00:34:20] And for the third one. there was that specific sounds I would say like when she touches the food or like Washing her hands. And, I don't know, the visual of the soap is really also nice. So specifically with the soap it created that, that amazing trigger.

Speaker 1 [00:34:53] Okay, cool. And did you experience any tingling sensation while watching the ad?

Speaker 2 [00:35:03] So, except for the soap video I didn't feel it, I just felt relaxed. But once she started to wash her hands I felt that as I sai, someone is scratching my brain.

Speaker 1 [00:35:20] So you felt it in your brain? Yes. And for how long did you feel it?

Speaker 2 [00:35:25] during the whole process when she washes her hands.

Speaker 1 [00:35:32] And it was continuous? yes. And can you describe how strong was it?

Speaker 2 [00:35:47] So for me, I didn't experience such feelings before. Maybe, it was for the first time or like, I really felt such a tingling. Yeah, but it was quite, it was quite strong. But I don't know if I watch it the second time Would it be the same effect? But the first time it was really, strong yeah.

Speaker 1 [00:36:17] Okay. And, which Asmr triggers and advertisements did you find, most effective in inducing the emotional response?

Speaker 2 [00:36:31] Emotional response.

Speaker 1 [00:36:33] Yeah. That triggers the induced the emotional response You had.

Speaker 2 [00:36:47] do you mean which triggered, made me relax or which.

Speaker 1 [00:36:53] Exactly.

Speaker 2 [00:37:06] Also again, in the first one is the whispering. The second one is only chewing and whispering, but for the third one the whole video was relaxing.

Speaker 1 [00:37:25] And can you describe the intensity of the response or the type of the response?

Speaker 2 [00:37:34] I would even type.

Speaker 1 [00:37:36] Like their response.

Speaker 2 [00:37:38] what I felt.

Speaker 1 [00:37:39] Yeah, and also the intensity. How intense was it?

Speaker 2 [00:37:45] For the first two videos? I think it was just a normal relax because it would put me to sleep, relax me. Yeah, but a third one just. For nice effects, but for the third one in the beginning of the video was already nice, with the sound of rice, But after it switch to the handwashing, it only increased, that last part was really the most intense part compared to all three videos.

Speaker 1 [00:38:38] Okay. And, were there any triggers that you found to be ineffective or unpleasant?

Speaker 2 [00:38:52] Maybe for the first one the tapping was wasn't effective.

Speaker 1 [00:39:07] The tapping.

Speaker 2 [00:39:08] Yes, yes for the second one maybe again tapping, but it was maybe a little bit effective this time but compared to whispering and chewing the effect was slow, all the sounds really made an impact.

Speaker 1 [00:39:48] And how do you think your reaction to Asmr triggers, compares to the normal advertising methods? Like, how different is your reaction to those Asmr triggers than to the normal advertising methods?

Speaker 2 [00:40:09] I think, normal advertisments they put a great attention on the visuals, and sometimes it is harder to affect all that in this way, but with asmr because you also have visuals and also the triggers. So here there is a problem if you are not an asmr lover. For example, if you don't like someone is chewing something ,it will have a negative impact I would say.

Speaker 1 [00:41:12] Yeah.

Speaker 2 [00:41:13] But mostly I think it's quite effective way to to build an emotional, connection with consumers

Speaker 1 [00:41:25] So your reaction to the Asmr trigger, your reaction to those Asmr advertisement is different than the normal ones.

Speaker 2 [00:41:35] yes yeah

Speaker 1 [00:41:37] Yeah. And how different it is, like your reaction when you see this and you see a normal advertising.

Speaker 2 [00:41:48] Because when I watch like a normal advertising, I usually don't feel anything. So I just watch, analyze what I watch that's all. But here I have maybe some emotions, even if they're not so, like, significant, but, I understand that I feel something , and maybe when I recall that brand, I may also recall that feeling I got when I watched the ad.

Speaker 1 [00:42:31] And has your perception of the brand changed after watching those asmr advertisements.

Speaker 2 [00:42:42] Maybe in some extent, yes. But I think from the first watching , I don't think it will create like a big impact on my perception. But if I got used to watch such videos, I would say definitely my perception of the brand would dramatically change. I would say, because in normal settings Soap is just advertised as subject that you should do like to, look after your hands, like to keep clean and in this video of soap it really gives like a feeling that soap can also bring you a feeling like enjoyment. So completely different experiences.

Speaker 1 [00:43:48] And do you feel more connected to the brand after experiencing there asmr ad.

Speaker 2 [00:43:56] More connected. Oh, I wouldn't say so. I couldn't say it's ever going to build a connection, but maybe a perception could change. But I don't know if every soap brand can do that I'm not convinced.

Speaker 1 [00:44:20] And like how likely are you now to purchase the product featured in the Asmr ad.

Speaker 2 [00:44:37] It may increase, for example the probability to buy that chocolate , but I wouldn't see that I would buy the chocolate of the same brands, like, I just would buy a chocolate. I cannot say anything about that specific brand or maybe a soap

Speaker 1 [00:45:05] And, since now you're, a regular Asmr viewer, how does this Asmr advertisement compare to the usual, Asmr experience you have when watching a videos?

Speaker 2 [00:45:26] I know with me it would sound like weird. But when I know this is an advertising, I feel like I am, like my decisions are, so someone is trying to affect my decisions, right?

Speaker 1 [00:46:07] Someone is guiding you.

Speaker 2 [00:46:09] Yes, yes, yes. But I if I just, watch that video, we suppose that this is an advertising. Yeah. I will just say. Oh, a nice video wow I relaxed. Okay. So that's all okay. But yeah as you said I'm feeling like I'm guided

Speaker 1 [00:46:30] But, do you feel like the video, like the triggers, the visuals, was it different from the Asmr experience you always have or was it, a bit the same? Also the emotion and reaction you got from it.

Speaker 2 [00:46:54] Because advertisements are made specifically to attract your attention. I think the visuals are better than just a normal video. And, the way the sound is sounding, it's also different sound than a normal video, I don't know, maybe they have a great, a setting or a better microphone. But, that is a different sort of experience as a normal ad.

Speaker 1 [00:47:34] And so would you prefer, like, more advertisements to include Asmr elements in the future?

Speaker 2 [00:47:51] I think if I would, listen to Asmr every day, it will lose any effect on me. It will just be pretty irritating. So maybe because of that, I don't watch it every day just to keep its effect active. So I wouldn't say that it would be an Effective strategy to use it in every advertisements?

Speaker 1 [00:48:19] And, are there any specific types or products, or brands that you, think they would benefit from using Asmr in their advertisements?

Speaker 2 [00:48:42] Oh, I would say yes. For example, the brands, I would say brands as soap for example, there are some products if you want to change its perception, you could do better but use asmr for example soap you can think about it as something, to keep yourself clear. But also with asmr you can add enjoyment to it. Also about Strategy to use for All. I cannot, I cannot recall, but, you know, it's it's okay.

Speaker 1 [00:49:46] So. So for you, so many of these, like, products or brands that, advertise so they would benefit more from using Asmr in their ads.

Speaker 2 [00:50:00] Yes. Maybe. Also maybe, toilet paper. . You can like, to do the same. Like, if it is super soft, you can highlight its features, like, it's super soft.

Speaker 1 [00:50:26] yeah I see i get it. Okay, so that was the last question. Thank you. Thank you so much for doing this.