

**Louvain School of Management
and VYTAUTAS MAGNUS UNIVERSITY**

EMOTIONAL MARKETING USE IN ORDER TO INCREASE ADVERTISING EFFECTIVENESS, USING THE EXAMPLE OF GLOBAL BRANDS

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CONTENT

SANTRAUKA	3
SUMMARY	4
INTRODUCTION	5
1. THEORETICAL ANALYSIS OF THE USE OF EMOTIONAL MARKETING TO INCREASE ADVERTISING EFFECTIVENESS	8
1.1 Emotional Marketing: Concept, role and importance	8
1.2 Psychological foundations of emotional appeals in advertising	10
1.3 Types of emotional appeals in advertising	12
1.3.1 Positive emotional appeals	12
1.3.2 Humour appeal	14
1.3.3 Fear appeal	15
1.3.4 Empathy/compassion appeal	16
1.3.5 Nostalgia appeal	17
1.4 Tools of emotional marketing	18
1.4.1 Storytelling	18
1.4.2 Sensory marketing	19
1.4.3 AI-driven personalization	22
1.5 Measuring advertising effectiveness	24
1.6 Theoretical model of the influence of emotional marketing on advertising effectiveness	26
2. RESEARCH METHODOLOGY ON THE USE OF EMOTIONAL MARKETING TO INCREASE ADVERTISING EFFECTIVENESS USING THE EXAMPLE OF GLOBAL BRANDS	28
2.1 Emotional marketing and justification of the relevance and need of the research	28
2.2 Methodology of the empirical research	30
2.3 Justification and description of the research methods	32
3. RESEARCH RESULTS AND DISCUSSION ON THE USE OF EMOTIONAL MARKETING TO INCREASE ADVERTISING EFFECTIVENESS	43
3.1 Analysis of the online survey results	43
3.2 Qualitative content analysis	52
3.3 Verification of Research Propositions	58
CONCLUSIONS	64
REFERENCES	67
APPENDICES	78

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SANTRAUKA

Emocinis marketingas tapo viena iš stipriausių strategijų, prieinamų šiuolaikiniams prekių ženklams, tačiau trūksta tyrimų, nagrinėjančių, kaip skirtingi emocinio marketingo įrankiai veikia reklamos veiksmingumą visuose vartotojų reakcijos etapuose. Šiame darbe nagrinėjama **tyrimo problema** kaip emocinis marketingas gali būti naudojamas reklamos veiksmingumui didinti. **Tyrimo objektas** emocinio marketingo naudojimas reklamos veiksmingumui didinti. **Darbo tikslas**, remiantis empiriniu tyrimu, patikrinti teoriškai pagrįstus emocinio marketingo naudojimo metodus reklamos veiksmingumui didinti, pasitelkiant globalių prekių ženklų pavyzdžius.

Taikyti metodai apima mokslinės literatūros teorinę analizę, kokybinę pasirinktų globalių prekių ženklų reklaminių kampanijų turinio analizę ir kiekybinę internetinę anketinę apklausą. **Tyrimo rezultatai** patvirtina, kad emocinio marketingo priemonės teigiamai veikia reklamos veiksmingumą kognityviniame, afektyviniame ir konatyviniame reklamos suvokimo etapuose.

Šis darbas yra empirinio pobūdžio baigiamasis magistro darbas.

Raktiniai žodžiai: dirbtinio intelekto grindžiamas personalizavimas, emociniai kreipimaisi, emocinis marketingas, sensorinis marketingas, pasakojimas, reklamos veiksmingumas.

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SUMMARY

Emotional marketing became one of the most powerful strategies available for brands today, however there is a lack of studies that examine how different emotional marketing tools influence advertising effectiveness across all stages of consumer response. **The research problem** addressed by this paper is how emotional marketing can be used to increase advertising effectiveness. **The object of the paper** is emotional marketing use to increase advertising effectiveness. **The aim of the paper** is to verify, on the basis of an empirical study, the identified theoretically based approaches for using emotional marketing to increase the advertising effectiveness using the example of global brands.

The methods applied include theoretical analysis of scientific literature, quantitative content analysis of selected global brand advertising campaigns, and a quantitative online questionnaire survey. **The research results** confirm that emotional marketing tools have a positive influence on advertising effectiveness at cognitive, affective, and conative stages of advertising perceptions.

This paper is a research-oriented final master thesis.

Keywords: Advertising effectiveness, AI-driven personalization, emotional appeals, emotional marketing, sensory marketing, storytelling.

INTRODUCTION

Relevance of the topic and level of its scientific research. “They may forget what you said, but they will never forget how you made them feel” – Carl W. Buehner. These words can also be applied to marketing. Customers may forget the taste of food in a restaurant or the list of technical features of a device, but they will remember how they felt at a particular moment.

We live in an era where customers are not just buying products, but also seeking for experiences, sensations and emotional connections with brands. In this context, emotional marketing has become one of the most powerful strategies available to brands, going beyond the functional characteristics of products and appealing to deeper human experiences such as feelings, memories, and personal values (Sanchez, 2025).

Scientific research widely emphasises the importance of emotions in the decision-making process. Emotional appeals such as happiness, humour, fear, and nostalgia are frequently used in advertising to capture attention, enhance memorability, and stimulate purchase intention (Bhargavi, 2024; Singh et al., 2024). Furthermore, emotional appeals may influence consumer behavior by engaging both affective and cognitive processes, thereby having influence on overall effectiveness (Le et al., 2024).

Moreover, emotional marketing tools, including storytelling, sensory marketing, and AI-driven personalization have become key strategies for creating deeper consumer connections and enhancing advertising influence. For example, storytelling enables brands creating compelling narratives that engage consumers on an emotional level, making brands more memorable and relatable (Dave et al., 2025). Sensory marketing affects consumer’s senses in order to form a positive emotional state and stimulate purchasing activity (Obniavko et al., 2025). AI-driven personalization helps to predict consumer behaviour and deliver highly targeted messages by using real-time data and algorithms. It allows brands creating more personalized and effective marketing strategies (Gungunawat et al., 2024).

However, despite the growing body of research on emotional marketing, there is still a lack of comprehensive empirical studies that examine the effectiveness of different emotional marketing tools in advertising. This research intends to contribute to the current literature and give insights by analysing the influence of emotional appeals, storytelling, sensory marketing and AI-driven personalization on advertising effectiveness.

The problem of the research: How can emotional marketing be used to increase advertising effectiveness.

The object of the paper is emotional marketing use to increase advertising effectiveness.

The aim of the paper is to verify, on the basis of an empirical study, the identified theoretically based approaches for using emotional marketing to increase the advertising effectiveness using the example of global brands.

To reach the aim the following **objectives** were set:

1. To analyse the theoretical aspects of the use of emotional marketing in order to increase advertising effectiveness.
2. Based on the prepared methodology to conduct empirical research to investigate the influence of emotional marketing on advertising effectiveness.
3. To analyse research results and make necessary conclusions.
4. To provide recommendations for the use of emotional marketing in order to increase advertising effectiveness.

The paper is **structured** in 3 main parts.

The first part focuses on theoretical analysis of the concept of emotional marketing, psychological foundations of emotional appeals in advertising, different types of emotional appeals, tools of emotional marketing, and measurement of advertising effectiveness.

The second part presents the empirical research methodology, including the logic of the research, justification of the selected methods, and description of the research instrument. The qualitative content analysis examines how emotional marketing tools are used in advertising campaigns of three selected global brands, while the quantitative online survey measures the influence of emotional marketing on consumer responses at cognitive, affective, and conative stages of advertising perception.

In **the third part** the results obtained from both research methods are presented and analyzed. Based on the findings, the research propositions are verified, a scientific discussion is conducted by comparing the results with previous research, practical recommendations are provided, and directions for further research are outlined.

Research methods. For this research, a combination of secondary and primary data analysis is conducted. Secondary data includes a theoretical analysis of scientific literature on the concepts of emotional marketing, emotional appeals, emotional marketing tools, and advertising effectiveness. Primary data includes qualitative data obtained through content analysis of three selected global brand advertising campaigns, and quantitative data collected through a structured online questionnaire survey. Both methods are used to verify the research propositions by examining the influence of emotional marketing tools on advertising effectiveness at cognitive, affective, and conative stages of advertising perception.

Information sources. This research is based on peer-reviewed scientific articles, academic journals, and research reports. The primary sources include recent publications by international authors in the fields of marketing, consumer behaviour, and advertising effectiveness.

The usage of generative artificial intelligence and its tools. In the preparation of this paper, generative artificial intelligence tools were used in accordance with the guidelines of the Faculty of Economics and Management at Vytautas Magnus University. Specifically, ChatGPT (OpenAI), Gemini (Google) were used as assistive tools for grammar correction, text formatting, and language editing. DeepL was used for text translation. All research content, analyses, arguments, and conclusions presented in this paper are the original work of the author. A full declaration of GAI tool usage is provided in the Appendix 2.

1. THEORETICAL ANALYSIS OF THE USE OF EMOTIONAL MARKETING TO INCREASE ADVERTISING EFFECTIVENESS

1.1 Emotional Marketing: Concept, role and importance

Emotions play a major role in customer behaviour and are considered to be key drivers behind our everyday decisions. Emotions have a strong influence on people's decision regarding purchasing of products. Every advertisement they see, every colour they notice will have some sort of impact emotionally, which will either encourage or discourage their desire to buy a product. Once an impression is made, positive or negative, it will last longer in the minds of customers and will impact them every time they think of purchasing again (Sharma et al., 2022).

Bin (2023) noted that nowadays customers care not only about quality, quantity and price of products, but they also need emotional satisfaction and a sense of connection during purchase. Emotional marketing is an important element for establishing relationships between businesses and consumers and is crucial for sustainable development of businesses and their brands.

The concept of emotional marketing involves using tactics and strategies to evoke emotions in consumers, what motivates them for positive actions towards a particular brand, product, or service (Guo, 2024). Moreover, according to Gobe (2002), brands that are able to create emotional connections with consumers achieve a lasting presence in consumers' lives, shaping their behaviour patterns and purchasing decisions over time. Sharma et al. (2022) noted that emotional marketing is a way of conveying a company's identity. People do not buy the product, they buy the promise of how they will feel with the product. Emotional marketing can enhance this feeling and help to build deeper associations with the audience. When brands know what motivates their target audience they can use these inspired emotions to improve sales and increase customer loyalty. Furthermore, Kotler and Keller (2012) emphasize that emotional branding is a way to connect with customers and create differentiation from competitors.

Fakhrurozi et al. (2025) noted that the core idea behind emotional marketing is that instead of focusing on functional benefits, brands aim to tap into consumer's feelings forming a deeper and more personal bond with the target audience. The same author noted that emotional based marketing plays an important role in enhancing customer satisfaction.

Moreover, emotion-based marketing makes customers feel "cared for", and caring is essential for loyalty. Same as in friendship, consistent demonstration of caring builds trust, encourages comfort and eliminates the need of defences, which allows a relationship to take place. Caring is that bridge between satisfaction and loyalty and emotional marketing is a proven and practical way to show it to customers. The principles of emotional marketing enable the

development of strategies that are difficult to replicate, providing a powerful competitive advantage (Robinette et al., 2001). Rodinova (2024) highlights that in today's highly competitive and globalized market environment, emotional marketing is becoming an effective tool for creating unique competitive advantages. Understanding the emotional aspects of consumer behavior allows brands to attract and to retain consumers, forming long-term relationships with them. A comparison of emotional marketing and traditional marketing approaches is presented in *Table 1*.

Table 1

Comparison of emotional marketing and traditional marketing approaches

Criterion	Traditional marketing	Emotional marketing
Focus	Rational factors (price, quality, functionality)	Emotions, feelings, experience
The main approach	Focus on logic and rational arguments	Creating emotional associations and connections
Advertising strategies	Information campaigns that emphasize functional benefits	Campaigns that evoke an emotional response and are memorable
Consumer interaction	Mostly one-way, through mass media	Two-way, interactive, with emphasis on social media
Target audience	Mass audience, standardized approach	Segmented audience, personalized approach
Performance evaluation	Sales volumes, profitability	Loyalty, emotional connection, consumer engagement

Source: Rodinova (2024)

Table 1 demonstrates that unlike traditional marketing, which focuses on rational arguments and functional advantages, emotional marketing aims to create an emotional connection between brand and consumer. As consumers increasingly make decisions based on emotions, this approach allows brands to stand out, build loyal audiences, and gain long-term competitive advantages (Rodinova, 2024).

Finally, Kniazieva and Kazanska (2024) noted that by using strategies that resonate deeply with consumers' emotions, it is possible to create a deeper and more personal connection between a brand and its audience which leads to stronger loyalty and brand recognition. Emotion-based marketing campaigns tend to go viral and are more memorable, thereby increasing brand reach and recognition.

To conclude, emotional marketing is an important component of modern marketing strategies, the main focus goes from rational arguments to emotions in order to influence customer

behaviour. The analysis of various authors show that emotional marketing helps create bonds between brand and customer and thereby increase loyalty. The use of emotional appeal in marketing helps companies differentiate from competitors and increase the effectiveness of advertising campaigns. Thus, emotional marketing has become an important tool for companies operating in a highly competitive and dynamic market environment.

1.2 Psychological foundations of emotional appeals in advertising

The economic model of consumer decision-making examines consumer behavior through the prism of rationality. This model assumes that consumers are thoughtful decision-makers who carefully weigh advantages and disadvantages of various options before making a choice. Thus, marketers have learned to structure offerings in such a way as to highlight value propositions, such as cost-effectiveness, quality, and features. Nevertheless, marketing professionals are well aware that customer behaviour is not always fully rational as implied by traditional economic models. Customer's decisions are largely influenced by emotions, social norms and cognitive biases. Combination of economic approach and knowledge from behavioral economics, psychology, and sociology can provide better understanding of customer behaviour and make marketing strategies more effective (Chan, 2024).

Our brains are wired to prioritize emotion over logic. When we need to make a choice, our brain first evaluates the emotional impact of each option before using logical thinking for making the final decision. The Elaboration Likelihood Model (ELM) is a theory which suggests that people process information in two ways: central route and peripheral route. Through the central route, where people carefully consider presented information and through a peripheral route, where they are influenced by peripheral cues such as emotions. Emotional appeals work in marketing by tapping into the peripheral route, where emotions have a strong influence on decision-making process. By appealing to people's emotions, marketers create a sense of urgency that drives them to take action (Singh, 2025). Furthermore, emotions can shape preferences, enhance memory retention and stimulate actions, thus emotion-focused advertising has a greater chance to be shared, remembered and acted upon (Singh et al., 2024).

The effectiveness of emotional appeal can also be explained using psychological theories such as the Affective Response Theory, which claims that emotional reactions directly influence overall assessment and behaviour. Besides, Maslow's hierarchy of needs highlights the importance of appealing to consumer's emotional and psychological needs in advertising (Singh et al., 2024).

Another useful framework is the ABC Model of Attitudes, which explains that evaluations of people, objects, or events are formed by a combination of what people think, do and feel. It

consists of three interacting components: affect, cognition and behaviour. The affective component refers to a consumer's personal feelings about a product, cognition is belief about a product, behaviour is action regarding a product. Overall, the model suggests that forming a positive attitude requires customers to think, feel and behave positively toward the brand (Le et al., 2024).

According to Li (2024) emotional appeal is a concept within the scope of marketing communications that seeks to appeal to consumers' emotions to encourage a tight bond between consumers and brands. In contrast with logical appeals which are based on data, facts and rational arguments, emotional appeals are intended to reveal feelings that resonate with the audience on a deeper and mostly subconscious level. These emotions, such as joy, love, fear, nostalgia etc. are used as strategic tools to improve brand recall, loyalty and purchase intention (Bhargavi, 2024).

Zikienė and Kazarjan (2021) highlighted that emotional appeals are widely used in advertising to evoke emotional responses and influence consumer behavior. These appeals often target subconscious values, beliefs, and aspirations. The main focus is on the social and psychological aspects of consumers, symbolic meanings that can motivate purchasing decisions. Emotional appeals are used to provoke an emotional response, a quicker reaction from customers, which as a result leads to action. Emotional appeals can not only help to get the customer's attention, but also encourage action, increase the imperceptibility of advertising, create a connection with the brand and form an attitude.

Advertising strategies often incorporate not only positive but also negative emotional appeals, such as fear, anger, sadness, or disgust, to attract attention and influence consumer attitudes. However, improper use can negatively affect the overall marketing strategy, there is the risk of over-reliance on emotional appeal, when the emotional impact of the advertisement overshadows the actual value proposition of the product or service (Vrtana & Krizanova, 2023; Bhargavi, 2024). Additionally, consumer behaviour varies across generations: Generation Z has stronger emotional perception, Generation X relies more on rational decision-making, while Generation Y is heavily influenced by social media and influencers, making it important to target emotional appeals appropriately (Vrtana & Krizanova, 2023).

To sum it up, it is possible to make the suggestion that customer behaviour is strongly determined by emotions, social norms and cognitive biases. Emotions are an important element in the decision-making process, which often precede rational thinking. Psychological theories such as the Elaboration Likelihood Model, Affective Response Theory, Maslow's hierarchy of needs, and ABC Model of Attitudes shows that emotional responses influence customers' perceptions, evaluations and behavioural outcomes. However, improper use of emotional appeals can lead to a negative brand perception, making it important to consider the target audience, cultural context, and

the balance between emotions and rational value. Overall, understanding the psychological foundations of emotional appeals is essential for developing effective advertising strategies.

1.3 Types of emotional appeals in advertising

Emotional appeals are important components of advertising strategies as they have a strong influence on customer decision-making processes. By evoking specific emotions, brands are able to influence consumer perceptions, attitudes, and behavioral responses. Researchers have identified various emotional categories that are commonly used in marketing communication, each emotion impacts customer behaviour in different ways. This chapter focuses on the most widely used emotional appeals in advertising: happiness, love, excitement, humour, fear, empathy and nostalgia. These emotional appeals are analysed in order to better understand their role in enhancing advertising effectiveness.

1.3.1 Positive emotional appeals

Happiness appeal

Happiness is considered the one of the most essential elements of most advertising campaigns, which is usually reflected in the slogans of majority advertisements. Using emotion of happiness is a way for brands to position itself as a product that brings pleasure, smiles and a moment of happiness for customers (Ali et al., 2024).

Singh (2025) indicates that advertising that evokes feelings of pleasure or satisfaction can help create positive associations with the brand. For example, advertisements featuring heart-warming family moments or joyful celebrations use happiness appeal to create a feel-good connection with the audience. Furthermore, Pathirana et al. (2023) highlights that emotionally positive content spreads faster on social media platforms via social sharing than other types of content.

“Happiness appeal provides positive signals conveyed through characters with smiling or laughing faces, as well as visuals and depictions of pleasant and happy scenes” (Gamali & Fernando, 2025, p.5). Gamali and Fernando (2025) also note that by show-casting a theme that touches customers’ hearts and elicits positive reactions makes customers satisfied, helps preserve brand memories and encourages purchases. Various images containing a wide range of factors, such as facial expressions (smiles), laughter, bright colours, nature, holidays, summer days, friendship, love, etc., evoke pleasure and emotions. Moreover, pleasure can have a significant impact on decision-making and is more effective than rational appeals in influencing consumer buying intention which educates the consumer that happiness can be purchased.

Since the early days of advertising, brands have used happiness as an emotional appeal to persuade consumers to buy goods and services. For example, “Coca-Cola” often uses happiness appeal in advertising: “No moment of love, fun, and friendship is complete without Coca-Cola. Coca-Cola is a fun and joyful companion”. Therefore, positive emotions can strengthen the intention to make a purchase and encourage consumers to share advertising content (Pathirana et al., 2023).

Love appeal

Love appeal is a type of advertising that highlights a happy, emotional bond, whether in the form of friendship, family, or romance. Love appeal works best when it depicts a relationship that gradually develops through the use of the product. Love appeal is especially effective when the product in the advertisement is associated with perceived attractiveness or attractive attributes, such as kindness, aptitude, intelligence, etc. The emotion of love can capture viewers’ attention, evoke pleasant feelings, and foster positive relationships with the brand, which has proven to have a huge impact on purchasing behavior (Gamali & Fernando, 2025).

According to Ts et al. (2025) love-focused advertising may form emotional memory, brand credibility, and long-term relationships with the consumer, particularly in categories like health, family, or social responsibility.

Furthermore, marketers often use love appeal as it emphasizes the most important human connections which are family, friendship and romantic relationships. This appeal highlights the emotional value of the advertisement and helps to foster a sense of connection, which can have a significant impact on the customer’s purchasing decision. When there is appeal to love, customers mostly have a positive feeling towards advertising which makes them more likely to buy the advertised product or service (Le et al., 2024).

Excitement appeal

In order to increase brand awareness and promote brand recall it is important to appeal to emotions of excitement and enjoyment. By using enthusiasm to engage consumers in actively learning about the special features of a product, advertisers can improve understanding of their message (Le et al., 2024). Enthusiasm has a significant impact on brand loyalty, and captivating advertising can motivate buyers to purchase brand products in order to experience something unusual and stimulating (Gamali & Fernando, 2025).

When a person is excited, their emotions become stronger and may have influence on their decisions. Excited people are more likely to make decisions. Moreover, excitement leads to impulsivity. In such emotional states, consumers may rely more on their feelings than on rational judgment, which can make advertising messages more persuasive (Pathirana et al., 2023).

Similarly, Ali et al. (2024) emphasize that excitement is a strong emotion that increases a consumer's emotional engagement with a brand. The decision-making process becomes faster, when customers feel excited about a particular product or service. Brands use the emotion of excitement, stimulating feelings of uniqueness and excitement in people, which encourages them to purchase the advertised product. Sattorov (2024) pointed out that use of warm and friendly tone in advertisements may foster trust and loyalty, while excitement-driven appeals may energize and inspire consumers.

Excitement appeal works best for short-term conversions, product launches, and time-limited offers, as it evokes a strong emotional and cognitive response that grabs attention rapidly, making it particularly effective in digital environments where attention spans are relatively short (Ts et al., 2025).

1.3.2 Humour appeal

According to Ali et al. (2024) humour builds effective relationships between spokesperson and listeners as it promotes a relaxing state in another person. That's why most speakers start their speech with a funny story. Moreover, Le et al. (2024) noted that humour is a powerful marketing strategy that can attract viewers and generate interest in the advertised product or service. When consumers feel happy, they are more likely to positively evaluate the advertisement.

Humour increases the appeal of advertising and attracts attention, especially in the case of products with low engagement levels. However, to prevent confusion it is important to align humor and brand message. Humorous advertising often goes viral on social media platforms, enhancing brand visibility and engagement (Singh et al., 2024).

People react differently to different types of humour, finding it genuinely funny or offensive, when humour requires originality and creativity. Popular comedy advertising contains three elements: product qualities, consumer benefits, personal value that the product provides. When a humorous approach can influence viewers' attitudes and beliefs about a product, and the intention to purchase the product is positively associated with the perception of humour, comedy has a favourable effect on consumers' intention to purchase the product (Gamali & Fernando, 2025).

Humour is an effective and frequently used tactic in advertising, although its effectiveness depends on how it is used. Studies suggest that aggressive humour may cause the audience to identify with the victim of the joke, in such cases humour can cause a negative appraisal of the advertised brand (Swani et al., 2025). Humour is considered to be a leading emotional appeal in business-to-consumer (B2C) advertising, used in 32 % of ads in 2023. Humour appeal use in

business-to-business (B2B) markets is still rare and often considered to be risky. Studies claim that emotional appeals and humour are underused in B2B advertising, as more than 60% of B2B buyers report seeing limited use of humour in advertising messages. However, advertisements that successfully incorporate humour can increase brand connection and they are capable of enhancing decision-making when it comes to purchases (Swani et al., 2025). The target audience that responds particularly well to humor is Generation Z consumers, as they have a short attention span and a high propensity for fast-paced digital content. Humour can disrupt information overload, increase viewing duration and encourage interaction (Bismo et al., 2025).

One of the booming techniques in humour advertising is memes. Memes are generally visual content that is based on a humorous message. They can be presented in various formats such as images, videos, GIFs. Memes have become a powerful communication tool in digital marketing, around 85% of content shared online is meme-based content. Brands are increasingly using meme-based marketing to communicate with consumers in an informal and relatable way, which can increase brand awareness and audience engagement. International companies frequently use popular memes or create their own content to promote products on social media platforms, as meme marketing can strengthen brand associations and positively influence consumer purchasing behaviour (Surya et al., 2024). Furthermore, humorous advertising can drive positive E-WOM (electronic word-of-mouth) because entertaining and emotionally engaging content is more likely to be shared. Research shows that E-WOM strengthens consumer awareness of brands, increases trust, and improves brand-related search behavior (Bismo et al., 2025).

Overall, in recent years humorous marketing has become an effective method of brand communication that can make consumers feel happy while purchasing. Many brands try to use humour to convey pleasant and light-hearted emotions to consumers, improve attraction and enhance customer attention. Moreover, brands aim to increase customer satisfaction by promoting the brand's benefits, and increase brand's value (Lin et al., 2025).

1.3.3 Fear appeal

Fear appeals are persuasive messages that attempt to evoke fear by emphasising the potential danger and harm that could befall people if they do not follow the recommendations outlined in the message. As an emotional strategy, fear appeals aim to influence consumers' affective and cognitive responses (Ke, 2025). For example, advertising which highlights potential risks or negative consequences can encourage customers to act quickly to avoid undesirable outcomes (Singh, 2025).

According to Singh (2025) fear can be a powerful tool in advertising that appeals to emotions. This approach, frequently referred to as FOMO (Fear of Missing Out) marketing. FOMO marketing refers to advertising messages that appeal to consumers' desire to seize an opportunity before it disappears. Many customers prefer to make an impulse purchase rather than risk regretting missed opportunities. This strategy is often implemented in online shopping platforms where brands play with urgency, time-limited offers, and social proof to encourage quick decision-making. Such messages are designed to prompt consumers to take immediate action by highlighting the possibility of missing a valuable opportunity (Varma et al., 2022). In order to activate the FOMO, brands carefully design messages such as "limited time offers", "only a few items left", and "most popular now" to emphasize urgency (Barbu Kleitsch & Drămnescu, 2025).

Varma et al. (2022) noted that fear-based marketing is often used by different brands, however long term use of fear appeal may harm a company's reputation as the brand may become associated with negative and threatening messages.

1.3.4 Empathy/compassion appeal

Singh (2025) highlighted that compassion appeals attempt to evoke empathy and concern among viewers by presenting situations that require help or support. This type of emotional appeal is commonly used by nonprofit organizations to motivate audiences to contribute to charitable causes. Empathy appeal aims to create emotional alignment between brand and audience by emphasising shared values or experiences. Such appeals are often used in cause-related marketing and social issue campaigns. They help brands present themselves as socially responsible, while fostering trust and strengthening brand loyalty among consumers (Singh et al., 2024).

Empathy-based marketing emphasis on the ability to understand the consumer's perspective and emotions. For example, IKEA's flat-pack furniture concept originated when an employee removed the legs of a table in order to fit into a car, leading to the idea of more convenient and space-saving design (Ismail, 2023).

Empathy arises mainly through the characters (prototypes) in the narrative. When consumers empathize with a narrative, they share the character's emotions and experience the events from their perspective. Moreover, empathy reduces the likelihood that consumers will just skip an advertising, positively influences brand attitudes, and drives purchasing behavior. Thus, marketers are increasingly incorporating examples of stories to create content that evoke empathy through its characters. For example, during the Olympic Games, Procter & Gamble conducted "Thank You, Mom" campaigns that included communications to promote gratitude and empathy for mothers worldwide (Kato, 2023).

1.3.5 Nostalgia appeal

Nostalgia evokes pleasant memories and past experiences, creating a sense of warmth and connection. By reminding consumers of simpler times or moments that are dear to their hearts, brands can create an emotional connection that improves brand recall and preference (Singh, 2025). Previous studies classify nostalgia into personal and historical types. Personal nostalgia refers to memories of good times from the personally experienced past. For example, when people see photos from places they have visited, it can recall personal memories of travel experiences and motivate them to revisit the same place in the future. Historical nostalgia takes people back to a time of history they haven't experienced before and is often triggered by historical or cultural memories. For example, during visits to heritage destinations or museums people may imagine the lives of their ancestors in the past, which influences their travel experiences (Huang et al., 2024).

According to Singh et al. (2024) nostalgia appeals in advertising rely on references to childhood memories, iconic symbols etc. in order to evoke emotional responses. By reminding consumers of past experiences, nostalgia marketing creates a sense of emotional connection and resonance with the brand. Nostalgic advertising that asks consumers to recall times spent with loved ones (e.g., "Remember when you were at Disneyland with your family...") positively impacts their emotions and connection to the brand. Moreover, nostalgia appeals tend to be more effective when customers have past personal associations with the brand, however when such association is absent the brand is perceived as irrelevant to them (Huang et al., 2024).

Nostalgic appeals focus on romanticization of the past, encouraging consumers to reconnect with previous experiences and memories. In marketing strategies brands often use references to retro, heritage and vintage, combining elements of both past and present (Neave et al., 2026). In recent years, nostalgia has become a popular practice in marketing campaigns. For instance, in 2021, Pizza Hut launched a "Newstalgia" campaign on Twitter and Instagram, suggesting consumers to play PAC-MAN (a game popular in the 80s and 90s) and share their scores to win pizza. This campaign was appealing to nostalgic emotions of customers and awakened childhood memories of sharing pizza while having fun with friends and family under the brand's iconic red roof. As a result, the company had a significant number of increased sales (Huang et al., 2024). However, a nostalgic advertisement may not have a big effect if it fails to initiate self-reference thoughts. Studies claim that success of nostalgic advertising may vary depending on factors such as age, gender and nostalgia proneness (Huang et al., 2024).

To sum up, emotional appeals have become an essential part of successful advertising, significantly influencing customer memory, attention, brand attitude, and purchase decisions.

Different types of emotional appeals serve different functions, positive appeals build loyalty and emotional connection, while fear creates urgency and encourages action. However, misusing emotions can lead to a negative brand perception, and the effectiveness of emotional appeals varies depending on consumers' generation, experiences, and personal associations. Nowadays, advertising strategies widely use a combination of emotions (mixed emotions), which helps to create deeper emotional influence and stronger connection with a brand.

1.4 Tools of emotional marketing

According to Obniavko et al. (2025) emotional marketing includes a variety of tools that aim to affect the consumer's subconscious by triggering emotional responses. Based on marketing campaign goals and the characteristics of the target audience, companies use different approaches to form an emotional connection with the brand. This chapter focuses on the main tools of emotional marketing, including storytelling, sensory marketing and AI-driven personalization, highlighting how they influence customer behaviour, perceptions and emotions.

1.4.1 Storytelling

In modern marketing, storytelling goes beyond simply presenting product information and focuses on creating engaging and relatable narratives that resonate with customer emotions, values, and aspirations. With this approach, brands can foster a sense of connection, increase engagement, and ultimately enhance customer loyalty (Mandung, 2024). Storytelling in marketing involves creating compelling narratives that engage consumers on an emotional level, making brands more memorable and relatable. Effective storytelling can make consumers more receptive to a brand's message (Dave et al., 2025).

Marques et al. (2023) noted that storytelling is a powerful marketing tool that can be used to attract the audience's attention and influence their behaviour. Similarly, Kemp et al. (2023) emphasised that stories are more persuasive than factual arguments and statistics, as they engage the audience emotionally, create positive attitudes toward the brand, and enhance customer-brand experiences. Supporting this view, Bazaka (2025) highlighted that people tend to remember information better when it is presented as a part of a story, making storytelling a valuable tool for marketers.

Furthermore, emotional and captivating stories are likely to be shared on social media, creating a viral effect and expanding reach without extra advertising costs. Marques et al. (2023) also underlined that another important advantage is its relatively low cost, which makes storytelling an accessible and efficient marketing technique. Kemp et al. (2023) emphasized that storytelling

takes place in organizations every day, they are full of stories, from executives sharing the company's growth story to marketing teams crafting narratives about new products. Building on this, Júnior et al. (2022) noted that storytelling helps establish a connection between the brand and the customer, thereby strengthening trust and fostering empathy. According to Bazaka (2025), modern marketing communication includes various types of storytelling, such as brand storytelling, which focuses on a company's history and core values; personal storytelling which includes stories of founders, employees and clients; customer storytelling which highlights testimonials or case studies; product storytelling which shows product creating process and its unique features.

According to Júnior et al. (2022) narrative includes several key elements: the style of narrative, the authenticity of the story, the level of preparation, and the way it is delivered (tone of voice, facial expressions, gestures). In order to effectively integrate storytelling into marketing strategy, it is important to clearly define the target audience and ensure that stories are authentic, credible, and aligned with brand values. Focusing on emotional elements makes narratives more memorable and relatable (Bazaka, 2025). Studies identify three structural components of a story: characters, conflict, and resolution. Characters serve as a point of identification for the audience, the more people trust them, the more likely they will follow call to action. Conflict engages the audience through tension, while resolution provides a positive ending that creates emotional satisfaction and makes the story more memorable (Muntian et al., 2023).

Finally, the use of archetypes are considered one of the most powerful techniques in narrative branding, as universal character roles such as the Hero, the Explorer, the Caregiver, and the Sage resonate with audiences across cultures and time. Each archetype reflects distinct values and emotional appeals. For example, an airline may position itself as the Explorer, focusing on adventure and freedom, while a brand using the Caregiver archetype may emphasise safety and empathy (Bilginer Halefoğlu, 2026).

1.4.2 Sensory marketing

Sensory marketing is widely recognised as an approach that focuses on influencing customer's senses in order to form a positive emotional state and stimulate purchasing activity. Its main goal is to establish a comfortable and pleasant atmosphere around the product, thereby increasing the likelihood of purchase. By combining elements such as sound, music, scents, colors and tactile experiences, brands form strong associations in the consumer's mind linked to a specific product or company. This approach may increase sales effectiveness and help to create a unique brand image, which leaves a lasting impression and fosters customer loyalty (Obniavko et al., 2025).

According to Rodríguez-Ulcuango et al. (2025) marketers use sensory marketing by strategically engaging the five human senses, in order to influence consumers' perceptions, judgments, and behaviors at a deeper, often subconscious level. Shahid et al. (2022) noted that people experience the world through senses, and physical sensations have a significant impact on the decision-making process beyond our consciousness. Sensory marketing therefore strengthens the relationship between the brand and the customer by stimulating one of, or combination of senses which includes **touch, smell, taste, sight and sound**. Thus, sensory interactions may influence perception, memory and learning processes, which in turn shape customer emotions, preferences, attitudes, actions and ultimately increase customer satisfaction. Supporting this view, Xancó-Grau et al. (2025) emphasized that by stimulating the senses, brands are able to develop distinctive perceptions that deepen emotional connections and shape evaluation of customer experiences.

“The multisensory nature of our perception highlights the fact that cues should not be considered independently, but rather as a whole” (Lindblom, 2023, p.137). Similarly, Dong et al. (2025) noted that multisensory experience is more impactful than using each sense separately. In addition, multisensory congruence may strengthen emotional responses. Previous research emphasized that when multiple stimuli align harmoniously such as soft music and warm lighting, they create a stronger positive emotional effect (Xancó-Grau et al., 2025).

Among the various sensory cues, visual elements especially **colour** is considered one of the most powerful tool in influencing customer responses. Visual stimuli play an important role in shaping a brand's image and can be expressed through elements such as colour, graphics, fonts, packaging and overall visual identity. Colour is considered to be the most important element of the visual sense, as it is widely used to evoke emotions, express brand personality, and stimulate brand associations (Santos et al., 2025).

According to Lindblom (2023) the impact of colours on consumer behaviour are closely linked to the emotions they evoke. Cool colours, such as blue and green are generally associated with relaxation and a sense of calm, which may encourage consumers to spend more time in a store. In contrast, warm colours, such as red and yellow, tend to increase alertness and may be perceived as less comfortable, potentially leading consumers to spend less time in the shopping environment. Moreover, different colours are associated with certain meanings and can influence how consumers perceive a brand or product. For instance, bright orange is often linked to affordable prices, while black conveys exclusivity. Grey is associated with professionalism, burgundy reflects refinement and luxury, and white is commonly linked to simplicity and cleanliness.

Furthermore, colour may affect attention, readability, and visual comfort, which is important during designing marketing materials. In particular, certain colours are more effective in capturing attention than others. For example, yellow is considered to be one of the most noticeable

colours, also red, orange are easier to see and have a tendency to make objects appear bigger and closer. In contrast, colours like blue, green, violet are less noticeable and create an impression of distance, making objects appear smaller and less attention-grabbing (ChangDa & Bhaumik, 2023).

Colour branding is widely implemented as a strategic tool, which involves using specific colours that become strongly associated with a brand and its products in customers' minds. A well-known example is "Coca-Cola", which is inseparable from its signature "Coca-Cola" red. This approach is highly effective if brands want to stand out in competitive markets and is frequently used in logo design, packaging, product color schemes, and both print and digital advertising (Kakembo, 2025).

In addition to visual stimuli, auditory elements particularly **music** may play a significant role in creating brand associations. For instance, background music in restaurants and retail stores can affect consumer mood and overall experience. Furthermore, sound branding (for example "Intel" jingle) can create a strong and immediate association with a brand, which enhances brand recognition and increases demand (Horbal & Revutska, 2025).

Moreno-Lobato et al., (2023) noted that music is a powerful behavioural driver of customer behaviour in sensory marketing. Researches suggest that music arouses emotions in about 55–65% of situations. Moreover, music may influence customer satisfaction and purchase intentions. It also affects important psychological variables which are mood and attitudes, which play crucial roles in brand perception and long-term customer behaviour.

Lindblom (2023) highlighted that customers often find silence more disturbing than background music. Moreover, the tempo of the background music can influence the speed at which customers do shopping in the store, while the enjoyment of music has been shown to be more important than its familiarity in shaping customer responses. Besides, Dong et al. (2025) emphasized that music is an important sensory tool that creates a specific atmosphere and shapes how customers feel in a shopping environment, influencing their emotions, perceptions, and shopping behaviour through both its physical features (pitch, tempo, timbre, volume) and as a whole in shaping the atmosphere in a store.

In particular, it has been proven that music can influence consumer attitudes and stimulate purchasing behavior. For example, if customers like the music, they can stay longer and even spend more than expected in a store (Santos et al., 2025). Research also shows that different types of music can shape product preferences: when French music played in a grocery store, customers tend to buy more French wine, and when it switched to German music, consumers began to prefer German wines. Furthermore, classical music which was played in the background made consumers spend more money on their shopping than a playlist of popular songs. At the same time, it was

noted that a playlist of popular songs generates an impression of affordable prices, while classical background music is associated with high quality and prestige (Lindblom, 2023).

Another important sensory element is **smell**, as scents often generate immediate emotional reactions without requiring any cognitive effort. For example, entering the bakery, where there is the smell of just-baked bread or croissants will instantly evoke pleasure and positive feelings in customers. Various scents can cause specific emotional reactions, for instance vanilla and peach are the most pleasing scents regardless of cultural background, lavender may increase relaxation, jasmine promotes a sense of calm, and pine decreases stress (Lindblom, 2023).

Lindblom (2023) also noted that scents can influence people's reactions and behavior subconsciously. For example, when people were unknowingly exposed to the scent of lemon, their intention to clean increased. According to Santos et al. (2025) brands increasingly use scent as a tool to evoke emotions, feelings with their customers, as olfactory stimuli does not present advertising saturation and are directly linked to memory. Scent has proven to be extremely effective in sensory marketing, studies have shown that people can recall aromas with 65% accuracy after three months and can remember around 10,000 different scents. A notable example is Starbucks, which roasts coffee beans in-store instead of relying on external suppliers. In this way, aroma spreads around the space, enhancing the overall sensory experience for customers.

Moreover, scents may trigger distant memories and influence purchase behaviour. However, to evoke memories through scents, a marketer must have a deep understanding of the associations that these scents can evoke. Scent is an effective tool for differentiation and brand positioning. Creating a signature scent allows brands to distinguish themselves from competitors and improve overall customers' experience. This approach is already used by many airlines and hotels. For example, Singapore Airlines has developed its own floral notes to create a unique sensory experience for passengers (Lindblom, 2023).

In addition, Krupka (2023) highlighted that the sense of smell has the strongest impact on customers, as it is directly linked to memory and emotional processes in the brain. It has been suggested that up to 75% of all emotions people experience during a day are generated precisely through smell. Therefore, companies widely use smells in the retail environments and integrate them into products, such as cars.

1.4.3 AI-driven personalization

“Personalization has emerged as the hallmark of successful marketing strategies. In a world where consumers are exposed to thousands of advertisements and messages each day, mass marketing campaigns often fail to hold their attention.” (Gungunawat et al., 2024, p.184).

Personalization was defined as offering the right product to the right customer at the right time and the right place (Chandra et al., 2022). Kniazieva and Kazanska (2024) highlighted that personalization is an effective emotional marketing tool because it allows brands to make each consumer feel special, which creates a sense of importance and uniqueness. However, it is crucial to stay sincere and authentic as consumers can easily detect fake emotions or inappropriate use of emotional content.

Lv et al. (2024) noted that personalized messages enable brands to engage customers early in the decision-making process, while also helping to strengthen relationships. Phuong et al. (2026) explained that by using customer data, such as age, gender, location, purchase history it is possible to create the most relevant advertising messages. In addition, social media is an extremely effective environment for brands to implement personalized strategies, as it gives the opportunity to deliver highly targeted content for audiences. Personalization transforms how businesses attract, engage, and retain customers. For example, “Nike” delivers micro-targeted advertising tailored to individual browsing behavior and interests, “Ritz-Carlton” remembers repeat guests’ preferences for room setup and amenities or “Spotify” crafts personalized playlists (Lemmens et al., 2025).

Sivaraman (2023) emphasized that AI has become an increasingly popular tool in marketing due to its ability to process large amounts of data, extract insights, and automate tasks, allowing marketers to make better decisions and create more effective engagement strategies. Bhargavi (2024) noted that data analytics and artificial intelligence tools can help identify the emotional triggers most likely to resonate with a given audience, allowing the creation of highly targeted and personalised campaigns. Similarly, Babatunde et al. (2024) highlighted that one of the key benefits of AI in marketing is its ability to analyse vast amounts of data on consumer behaviour, demographics, and preferences, enabling the creation of personalised messages that more accurately meet customer needs.

Hyper-personalization, which is powered by AI uses real-time data to predict consumer behaviour and deliver highly targeted marketing strategies, improving not only customer satisfaction but also key business metrics such as engagement rates, ROI, and customer loyalty (Gungunawat et al., 2024). The same author noted that one of the most widely used tools of hyper-personalization is “Recommendation engines”, especially in e-commerce and content platforms. Through scanning the history of user behaviour and purchases they suggest what kind of products or services may be interesting for customers. For example, platforms like “Amazon” and “Netflix” use AI recommendation engines to offer recommendations based on browsing history and user preferences. However, it is important to note that if customers feel that they are being overly “analyzed” or that they are being forced to make a choice, it can reveal a sense of manipulation or privacy violation (Gao & Liu, 2022).

To sum up, emotional marketing tools may influence customers beyond rational thinking, at the emotional and subconscious level. The first tool was storytelling, which by the use of narratives can increase engagement, memorability, and virality. The second tool was sensory marketing, which can shape customer behaviour by sensory cues, and the third tool was personalization, which nowadays is frequently driven by AI, allowing the creation of highly relevant and targeted messages. Overall, by implementing all of these tools companies are able to influence customer's attitudes, preferences and purchasing decisions.

1.5 Measuring advertising effectiveness

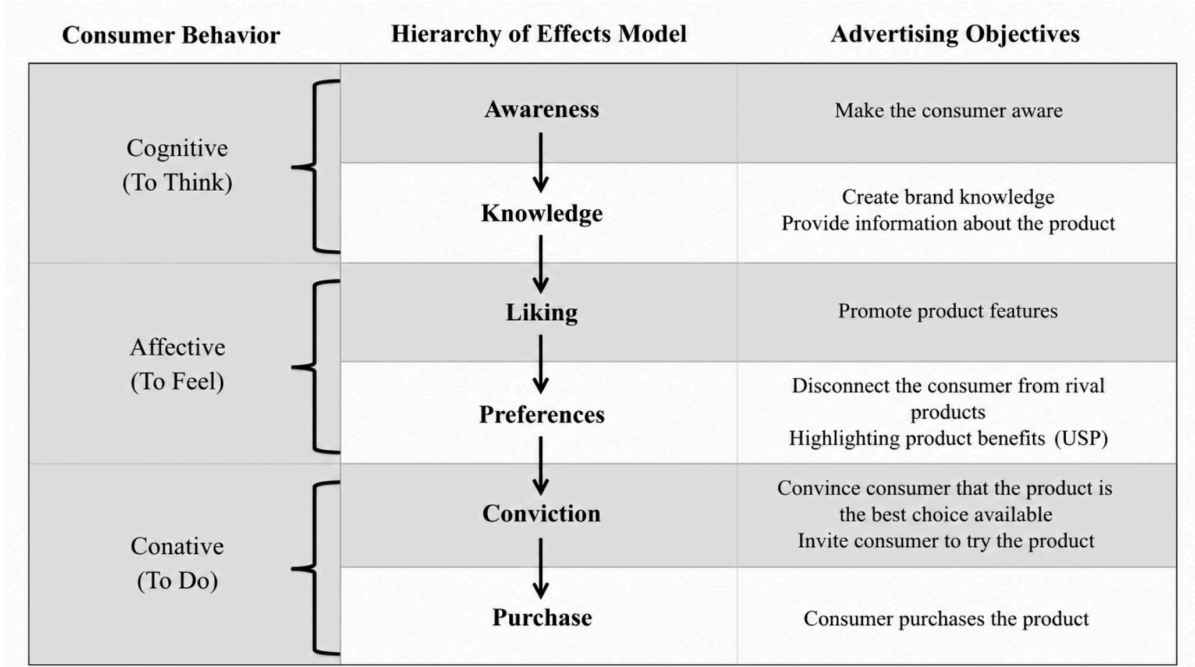
“In the dynamic world of advertising, marketers are constantly seeking effective strategies to communicate their brand messages and persuade consumers to take desired actions.” (Jemal & Melese, 2025, p.4). Evaluating the effectiveness of advertising activities allows not only to determine how well an advertising campaign has been executed, but also to identify its strengths and weaknesses, and understand how to optimize further marketing strategies (Sydorenko, 2026). The choice of an advertising effectiveness model determines how a message is built and delivered, with the primary goal being to attract attention, create interest, and prompt action (Piwowarski, 2024). According to Sydorenko (2026) advertising effectiveness is commonly evaluated through two main dimensions: economic and communicative (psychological). Economic effectiveness focuses on measurable indicators such as ROI, conversion rate, and customer acquisition costs, while communicative effectiveness assesses how advertising influences attention, attitudes, emotions, and customer behaviour. A comprehensive evaluation requires a combination of both approaches, as it allows for a deeper understanding of both the financial outcomes and the psychological impact of advertising.

The process of advertising effectiveness can be better understood through the Hierarchy of Effects Model, which explains how consumers respond to advertising in a sequence of stages. This approach emphasises that audiences respond to messages in a very ordered way that is firstly cognitively (thinking), then affectively (feeling) and thirdly conatively (doing). At the cognitive stage, consumers become aware of the brand and acquire basic knowledge about the product. This is followed by the affective stage, where consumers develop attitudes, such as liking or preference. Finally, at the conative stage, consumers form intentions and take action, such as making a purchase (Wijaya, 2012).

Moreover, the Hierarchy of Effects Model suggests that there are six stages (awareness, knowledge, liking, preference, conviction and purchase) from viewing a product advertisement to purchasing the product. In the first stage (awareness), customers get aware of the product or brand.

Second stage is knowledge, consumers seek and evaluate information about a product, including its features, benefits, and differences from competing brands. During the third stage (liking), it is important to promote features of a product to ensure that customers will develop a positive attitude towards it. The next stage is preference, where it is crucial to highlight the main benefits of a product, so that customers choose it over other brands. In the conviction stage, it is necessary to persuade consumers that the product is the best choice available, and the last stage is purchase, where customers buy a product (Rabindranath & Singh, 2024). The stages of the Hierarchy of Effects model and their relationship to consumer response are illustrated in *Figure 1*.

Figure 1
Hierarchy of Effects model



Source: Rabindranath and Singh (2024)

Overall, the Hierarchy of Effects model provides structured understanding of how advertising influences customer behaviour. It allows prediction of customer responses, provides guidance on which advertising strategy to focus on, and supports effective planning, training, and conceptual tasks within a firm (Wijaya, 2012).

In addition to the Hierarchy of Effects model, several traditional models are widely used to measure advertising effectiveness. The AIDA model outlines four stages of customer response: attention, interest, desire, and action, emphasising how advertising should guide consumers through a structured decision-making process (Jemal & Melese, 2025; Chakrabarty & Pandey, 2025). The DAGMAR model (Defining Advertising Goals for Measured Advertising Results) suggests that

customers pass through awareness, comprehension, conviction, and action on their path to purchase. It requires clearly defined and measurable objectives, an identified target audience, a benchmark, and a set timeframe, allowing advertisers to evaluate results more precisely (Lorente Páramo et al., 2021; Rabindranath & Singh, 2024; Jemal & Melese, 2025).

Moreover, modern approaches to measuring advertising effectiveness which rely on advanced analytical tools such as Big Data, Artificial Intelligence and real-time analytics systems are widely used by different companies. The main advantage is that these tools allow creating more precise, flexible and effective advertising campaigns. Moreover, it is possible to track effectiveness of advertising campaigns, predict long-term customers value, and develop customized promotion strategies (Romashchenko et al., 2025)

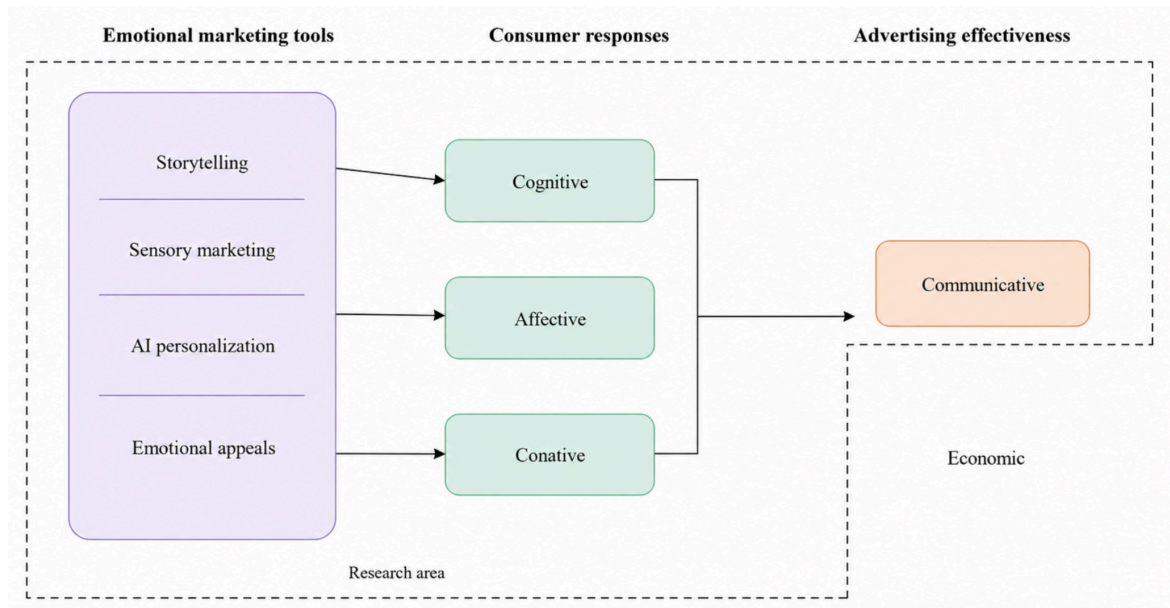
To sum up, advertising effectiveness can be assessed through economic indicators such as ROI, conversion rate, and customer acquisition costs, as well as communicative indicators such as attention, attitudes, emotions, and customer behaviour. Models such as the Hierarchy of Effects, AIDA, and DAGMAR provide structured frameworks for evaluating how advertising influences consumers at each stage of their response. Combined with modern tools such as Big Data and AI-driven analytics, these models enable a more comprehensive and precise assessment of advertising effectiveness.

1.6 Theoretical model of the influence of emotional marketing on advertising effectiveness

Literature review provides a basis for the argument that emotional marketing is an effective approach for increasing advertising effectiveness. Although the existing research does not always examine emotional marketing tools and advertising effectiveness together in a single study, the findings of the analysed works support the conclusion that consumer responses to advertising are closely linked to the emotional influence of the marketing tools applied. By analysing the theoretical material on emotional marketing, psychological foundations of emotional appeals, types of emotional appeals, emotional marketing tools, and advertising effectiveness, a theoretically grounded model (*Figure 2*) has been developed that defines the emotional marketing tools, consumer responses, and advertising effectiveness outcomes.

Figure 2

Theoretical model of the influence of emotional marketing on advertising effectiveness



Analysing emotional marketing and its tools, four main approaches were identified: storytelling, sensory marketing, and AI-driven personalization. Each of these tools can trigger different consumer responses at cognitive, affective, and conative stages of advertising perception.

Based on the Hierarchy of Effects model (Wijaya, 2012) and the ABC Model of Attitudes (Le et al., 2024), consumer responses to advertising are grouped into cognitive, affective, and conative dimensions. Cognitive responses include attention, brand recall, and brand awareness. Through affective responses a consumer can form an emotional connection with the brand, develop a positive brand attitude, and strengthen brand memorability. Through conative responses, a consumer may form a purchase intention, desire to recommend a product, or make a repeat purchase. Together, these three dimensions of consumer response contribute to advertising effectiveness outcomes, which following Sydorenko (2026), are divided into communicative and economic outcomes. The proposed model serves as the theoretical foundation for the empirical research presented in the subsequent sections, where the influence of each emotional marketing tool on cognitive, affective, and conative consumer responses is tested through content analysis and a quantitative survey.

2. RESEARCH METHODOLOGY ON THE USE OF EMOTIONAL MARKETING TO INCREASE ADVERTISING EFFECTIVENESS USING THE EXAMPLE OF GLOBAL BRANDS

2.1 Emotional marketing and justification of the relevance and need of the research

According to Sanchez (2025) nowadays customers are not just buying products, but also seeking experiences, feelings and emotional connections with brands. Similarly, Bin (2023) emphasizes that in the modern market environment customers care not only about the quantity, quality and price of products, but also about how a product makes them feel and whether they can relate to it. Moreover, emotional advertising appeals usually outperform purely rational advertising appeals in shaping consumer attitudes and word-of-mouth behavior (Jung & Mitchell, 2025).

Rodinova (2024) highlights that in today's highly competitive and globalized market environment, emotional marketing is becoming an extremely effective tool for creating competitive advantages. Sharma et al. (2022) noted that when brands know what drives their target audience, they can leverage these inspired emotions to improve sales and increase customer loyalty. Furthermore, Kniazieva and Kazanska (2024) noted that emotion-based marketing campaigns tend to be more memorable and go viral, thereby increasing brand reach and recognition.

In this context, **relevance of this research** is determined by the increasing importance of emotional marketing in today's highly competitive and digitalized market environment. According to Chan (2024) in the dynamic world of modern marketing, one undeniable fact stands out: people make decisions not only based solely on logic, but also based on emotions, especially in the area of consumer behavior. Thus, understanding the role of emotional appeal in advertising is crucial for marketers and advertisers aiming to craft effective campaigns in a highly competitive market (Bhargavi, 2024). Moreover, the use of emotional advertising appeals in the marketing communication of various brands is a current trend and is considered an essential part of modern marketing practices (Vrtana & Krizanova, 2023).

The practical relevance of emotional marketing is confirmed by data from leading research organisations. According to research by Kantar (2023), digital ads that generate strong emotions are four times more effective for brand building than those that do not. According to a study by "Google" and "Ipsos" in 2024, "YouTube" advertisements that evoked highly positive emotions increased consumers' willingness to pay more for a brand by 40% (Lebow, 2024). Furthermore,

research published in Harvard Business Review found that customers who have an emotional connection to a brand are 52% more valuable than those who are simply highly satisfied (Magids et al., 2015). These findings highlight that emotional marketing is not only a theoretical concept but a proven driver of business results.

It can be stated that emotional marketing **is widely analyzed in the scientific literature**. Vrtana and Krizanova (2023) conducted an online questionnaire to analyze the emotional influence of advertising messages on the frequency and intensity of emotions of customers. Research showed that the influence of emotional advertising depends on the age structure of the population. In this context, it was concluded it is important to consider generational groups when creating marketing campaigns, as they may perceive the created campaigns differently.

Kniazieva and Kazanska (2024) made an analysis of modern approaches to emotional marketing and their influence on brand perception in the digital era. The findings emphasise the importance of emotional marketing as a critical element in successful brand positioning and customer retention. Ali et al. (2024) have made a research, by using survey method, in order to analyze the influence of emotional advertising on customer buying behaviour in the growing tea industry. Research findings show that emotional advertising attracts customers' attention, arouses interest, forming a desire to use the brand, and ultimately motivating customers to make a purchase.

Mancham et al. (2025) by using survey method, analyzed the effects of emotional advertisement (including emotions of joy, love, and excitement) on customers' buying intentions. The results show that while emotional advertising enhances consumer feelings and brand recall, it does not significantly drive purchasing decisions on its own.

Similarly, Gamali and Fernando (2025) by gathering data via online questionnaire survey investigated the influence of the emotional appeal strategy in advertisements on brand awareness regarding love, happiness, humor, and excitement. The study suggests that emotional advertising has a strong positive influence on brand awareness, with emotional appeals significantly influencing consumer attitudes and reactions.

Bhargavi (2024) through a comprehensive review of literature and case studies, analyzed how emotions are strategically used to connect with audiences, build brand loyalty, and drive purchase decisions. The study results indicate that emotional appeal not only enhances brand recall, but also promotes long-term customer relationships, making it a critically important component of successful advertising campaigns.

Despite extensive research on emotional marketing, there is still a lack of research that specifically examines how different emotional marketing tools affect advertising effectiveness at different stages of consumer response. Therefore, this study aims to address this gap by analyzing

the influence of emotional appeals, storytelling, sensory marketing, and AI-based personalization on the cognitive, affective, and conative stages of advertising perception.

The applied value of this research lies in its potential to provide insight into the use of different emotional marketing tools in order to increase advertising effectiveness using the example of global brands. The results of the study may be useful for marketers and companies seeking to improve their advertising strategies and better understand consumer behavior in the context of emotional advertising.

2.2 Methodology of the empirical research

The **object of the research** is the influence of emotional marketing on advertising effectiveness.

Research aim – to conduct empirical research of the influence of emotional marketing on advertising effectiveness, using the example of global brands.

To reach the aim the following **objectives** were set:

1. To prepare the research methodology.
2. Based on the prepared methodology to investigate the influence of emotional marketing on advertising effectiveness using an online questionnaire survey method.
3. To analyze the use of emotional marketing in advertising campaigns of selected global brands using a qualitative content analysis method.
4. To present research results obtained from both research methods.

Based on the comprehensive literature review and the Hierarchy of Effects model the following research propositions have been formulated for the empirical research. Research propositions are designed for the quantitative and qualitative part of research in order to analyze the influence of emotional marketing on cognitive, affective, and conative stages of advertising perception.

P1: Emotional marketing has a positive influence on advertising effectiveness at the cognitive stage of advertising perception.

P1a: Emotional appeals in advertising have a positive influence on consumers' cognitive response to advertising.

P1b: Storytelling in advertising has a positive influence on consumers' cognitive response to advertising.

P1c: Sensory marketing elements have a positive influence on consumers' cognitive response to advertising.

P1d: AI-driven personalization has a positive influence on consumers' cognitive response to advertising.

P2: Emotional marketing has a positive influence on advertising effectiveness at the affective stage of advertising perception.

P2a: Emotional appeals in advertising have a positive influence on consumers' emotional response to advertising.

P2b: Storytelling in advertising has a positive influence on consumers' emotional response to advertising.

P2c: Sensory marketing elements have a positive influence on consumers' emotional response to advertising.

P2d: AI-driven personalization has a positive influence on consumers' emotional response to advertising.

P3: Emotional marketing has a positive influence on advertising effectiveness at the conative stage of advertising perception.

P3a: Emotional appeals in advertising have a positive influence on consumers' purchase intention.

P3b: Storytelling in advertising has a positive influence on consumers' purchase intention.

P3c: Sensory marketing elements have a positive influence on consumers' purchase intention.

P3d: AI-driven personalization has a positive influence on consumers' purchase intention.

In total, 12 research propositions were formulated: P1, P2, and P3 represent the main propositions for each stage, while P1a-P1d, P2a-P2d, and P3a-P3d represent sub-propositions examining the influence of each specific emotional marketing tool at the respective stage. This structure allows for a comprehensive and systematic analysis of the influence of emotional marketing on advertising effectiveness, ensuring that each tool is examined at every stage of consumer response. Theoretical justification for each research proposition is presented in Appendix 3.

Logic of the empirical research is based on the theoretical model developed in section 1.6 and the Hierarchy of Effects model. In this study, emotional marketing tools, such as emotional appeals, storytelling, sensory marketing, and AI-driven personalization are analyzed in relation to the cognitive, affective, and conative stages of advertising perception, in order to understand how they influence consumer responses and overall advertising effectiveness.

The empirical research was conducted in two complementary stages. In the first stage, a quantitative research method, which is a structured online questionnaire survey. It was used to

collect primary data on consumer perceptions and responses to emotional advertising, measuring the influence of emotional marketing tools on each stage of advertising perception from the consumer perspective. In the second stage, a qualitative content analysis was applied to analyze how emotional marketing tools are intentionally used in real advertising campaigns of selected global brands, verifying the research propositions from the brand perspective.

Together, both methods provide a comprehensive verification of the research propositions, regarding the content analysis, a proposition is considered supported if the analyzed campaigns demonstrate clear evidence that emotional marketing tools are intentionally directed at the corresponding stage of advertising perception, providing evidence from the brand perspective. Regarding the quantitative survey, a proposition is considered supported if the Mean score for the corresponding statements exceeds 3.5 on a 5-point Likert scale, indicating that respondents generally agree that emotional marketing tools positively influence their responses at the corresponding stage. If the Mean score is below 3.5, the proposition is considered not supported by the survey. If both methods provide consistent evidence, the proposition is considered fully supported. If only one method provides supporting evidence, the proposition is considered partially supported.

2.3 Justification and description of the research methods

The empirical research is conducted using **both quantitative and qualitative research methods**. The quantitative part of research is based on structured online questionnaire survey aiming to collect data on the attitudes, perceptions, and behavioral responses of consumers to different emotional advertising appeals. The qualitative part is based on qualitative content analysis, which allows an in-depth examination of how emotional marketing tools are intentionally used in advertising campaigns of selected global brands and which stages of advertising perception they primarily target. The combination of both methods ensures that the research propositions are verified from two perspectives: through measurable consumer responses and through the analysis of how emotional marketing tools are intentionally used in real advertising campaigns, providing a more complete picture of how emotional marketing influences advertising effectiveness.

Online questionnaire survey is one of the classical approaches and methods of collecting primary data. It is a research instrument which is employed by the researcher to collect data and information about the subject of study (Dalati & Marx Gómez, 2018). According to Regmi et al. (2016) questionnaire surveys are a popular data collection method for academic or marketing research in a variety of fields. Data collection through an online survey appears to have the potential to collect large amounts of data efficiently, economically and within relatively short time frames.

Similarly, Lumsden and Morgan (2005) noted that online questionnaires provide several advantages over traditional survey methods in terms of cost, speed, appearance, flexibility, functionality, and usability. Moreover, conducting surveys online provides convenience for respondents, as they can complete the survey at a suitable time, take sufficient time to answer questions, and complete the questionnaire in multiple sessions (Regmi et al., 2016).

The questionnaire **was structured** into several sections in order to ensure a logical flow and accurately measure various aspects of consumer response to advertising. Overall, the questionnaire consists of 30 questions (21 questions using 5-point Likert scale, 3 questions using rating scales, 5 multiple-choice questions, 1 short answer question) and is divided into 4 main parts. The entire questionnaire can be found in Appendix 4. This combination of question types allows for a comprehensive measurement of the influence of emotional marketing at all three stages of advertising perception.

The first part includes demographic questions (Q1-Q4), which collect general information about respondents such as age, gender, country of residence, and how often they pay attention to advertisements. This information helps better understand the profile of survey participants.

Next parts are grouped according to the Hierarchy of Effects model into three stages: cognitive, affective, and conative. In the cognitive stage (Q5-Q13) questions are aimed to measure whether emotional marketing elements such as emotional appeals, storytelling, sensory elements, and AI-driven personalisation help customers notice and remember advertising messages better.

In the affective stage (Q14-Q22) questions are designed to explore how emotional marketing influences the feelings and attitudes of consumers towards advertisements, for example whether emotional appealing stories, high-quality visuals, or personally relevant advertisements make people enjoy and engage with content more. During conative stage (Q23-Q30) questions investigate whether emotional advertising elements increase customer's purchase intention, share ad advertising, or take any other action. In addition, the questionnaire contains several behavioral and insight-based questions aimed at capturing respondents' actions and attitudes towards emotional appealing advertising. More detailed structure and link with research propositions is presented in *Table 2*.

Table 2*Structure and content of the research instrument*

Stage & Research propositions	Description of the Research propositions	Question numbers
COGNITIVE (P1)	Emotional marketing has a positive influence on advertising effectiveness at the cognitive stage of advertising perception.	Q5, Q6, Q7, Q8, Q9, Q10, Q11, Q12, Q13
P1a	Emotional appeals in advertising have a positive influence on consumers' cognitive response to advertising.	Q5, Q6, Q12
P1b	Storytelling in advertising has a positive influence on consumers' cognitive response to advertising.	Q7, Q8, Q13
P1c	Sensory marketing elements have a positive influence on consumers' cognitive response to advertising.	Q9, Q10, Q13
P1d	AI-driven personalization has a positive influence on consumers' cognitive response to advertising.	Q11
AFFECTIVE (P2)	Emotional marketing has a positive influence on advertising effectiveness at the affective stage of advertising perception.	Q14, Q15, Q16, Q17, Q18, Q19, Q20, Q21, Q22
P2a	Emotional appeals in advertising have a positive influence on consumers' emotional response to advertising.	Q14, Q15, Q22
P2b	Storytelling in advertising has a positive influence on consumers' emotional response to advertising.	Q16, Q17, Q22
P2c	Sensory marketing elements have a positive influence on consumers' emotional response to advertising.	Q18, Q19, Q22
P2d	AI-driven personalization has a positive influence on consumers' emotional response to advertising.	Q20, Q21
CONATIVE (P3)	Emotional marketing has a positive influence on advertising effectiveness at the conative stage of advertising perception.	Q23, Q24, Q25, Q26, Q27, Q28, Q29, Q30
P3a	Emotional appeals in advertising have a positive influence on consumers' purchase intention.	Q24, Q30
P3b	Storytelling in advertising has a positive influence on consumers' purchase intention.	Q25, Q26, Q27

Stage & Research propositions	Description of the Research propositions	Question numbers
P3c	Sensory marketing elements have a positive influence on consumers' purchase intention.	Q28
P3d	AI-driven personalization has a positive influence on consumers' purchase intention.	Q29

Research sample. Since the research focuses on the influence of emotional marketing on advertising effectiveness, the target audience was defined as consumers worldwide who are regularly exposed to advertising. According to Statista (2026), the number of internet users worldwide in 2025 is approximately 6 billion. The minimum required sample size was calculated using the Paniotto formula with a confidence level of 95% and a margin of error of 5%:

$$n = 1 / (\Delta^2 + 1/N), \quad (1)$$

where: n-required sample size, N-target population; Δ -margin of error.

Based on this formula the minimum required sample size was determined to be 385 respondents (calculator.net, 2019). The survey collected 388 completed responses from more than 25 countries worldwide, which exceeds the minimum required sample size and ensures the statistical reliability of the results.

The survey was conducted using Google Forms, which is a free and easy to use online tool for creating and distributing questionnaires. The platform automatically collects and systematizes responses, allowing to reach a large number of respondents in a short period of time. Survey responses were analyzed using Excel and Jamovi (a software for data analysis). The survey was distributed through social media platforms and personal networks in order to reach diverse group respondents. It should be noted that some respondents were Erasmus Exchange students, who may not necessarily reside in the country they identify with. This adds a degree of diversity to the sample but may also influence the interpretation of geographical representation.

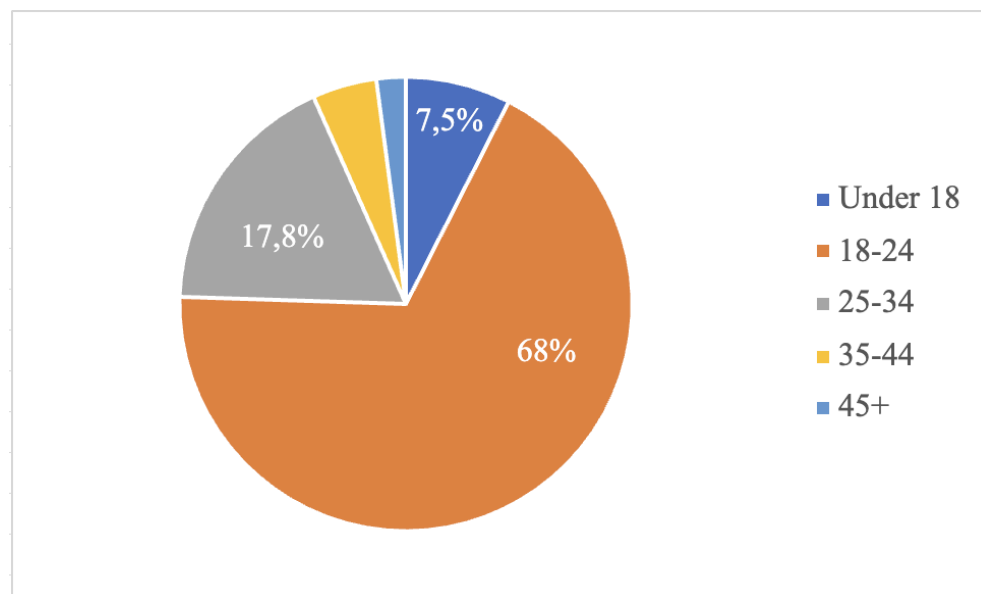
Demographic data

The next few figures will provide demographic statistics of the respondents to better understand the distribution of the data. The survey was completed by 388 respondents from more than 25 countries worldwide, with the majority of participants residing in Ukraine, Belgium, France, Lithuania, Spain, Poland, and Italy, reflecting the international scope of the study.

The following *Figure 3* represents the distribution among age groups. The largest group of respondents were 18-24 years old (68%), the second group consistent of respondents 25-34 years old (17.8%), the third group was under 18 age (7.5%), followed by the groups 35-44 years old (4.6%) and 45+ years old (2.1%). The predominance of younger respondents can be explained by the online distribution of the survey, as younger consumers tend to be more active on digital platforms and more likely to engage with content shared on social media.

Figure 3

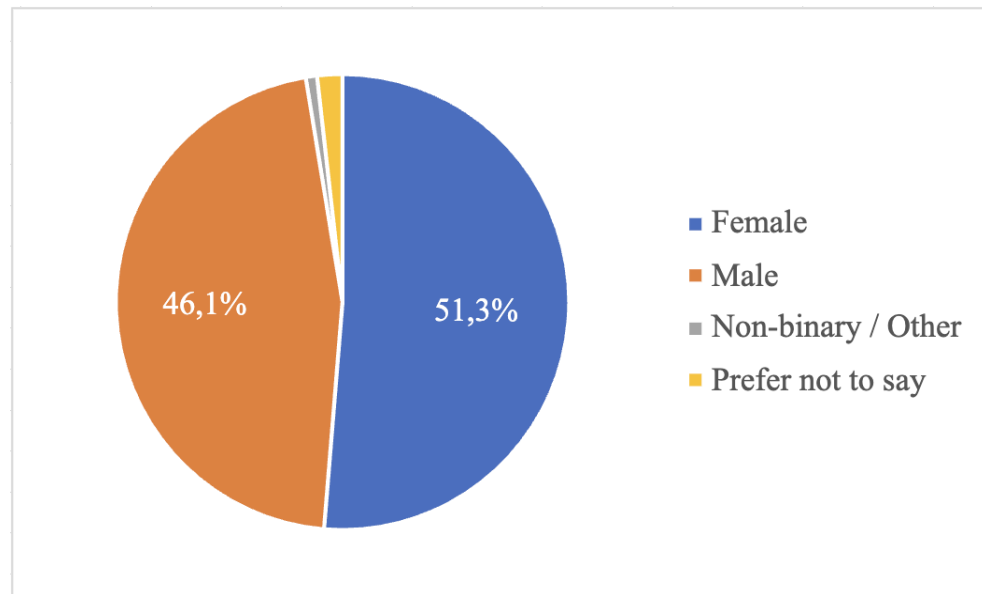
Age distribution of respondents



In terms of gender, as *Figure 4* demonstrates the sample is relatively balanced. Female respondents consisted 51.3%, male respondents 46.1%, a small proportion of participants identified as non-binary or preferred not to say.

Figure 4

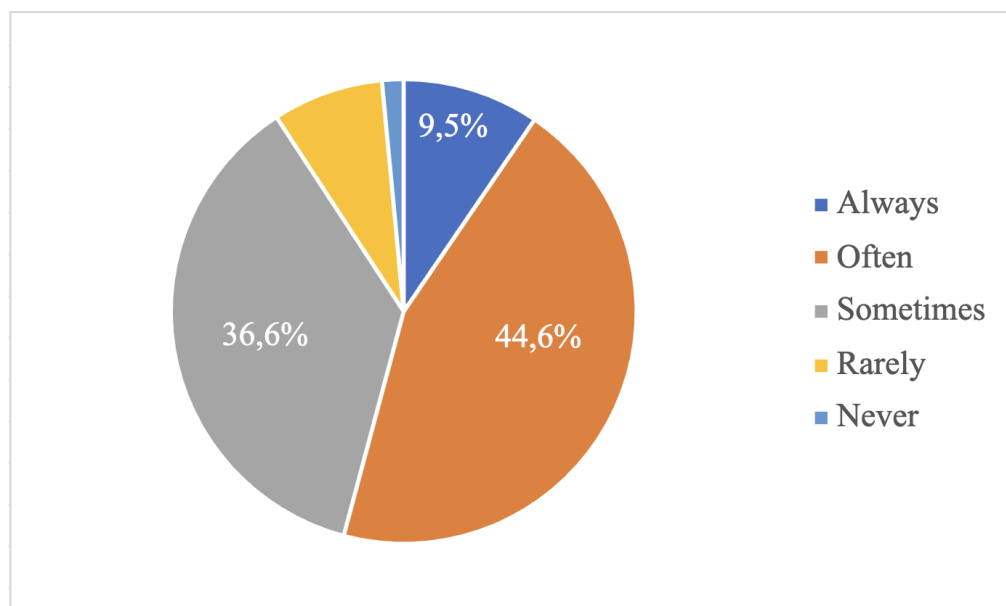
Gender distribution of respondents



As illustrated in *Figure 5*, the majority of respondents paying attention to advertisements often (44.6%) or sometimes (36.6%), while 9.5% indicated that they always notice advertisements. Only a small share of respondents stated that they rarely (7.7%) or never (1.5%) pay attention to advertisements. This shows that the vast majority of respondents are regularly exposed to advertising in their daily lives, which makes them a relevant and suitable audience for this research.

Figure 5

Respondents' frequency of attention to advertisements



Reliability of the results. Before calculating Cronbach's Alpha, it is important to clarify which questions were included in the reliability analysis. Since the survey contains different types of questions, not all of them are suitable for this test. Cronbach's Alpha requires items that measure the same underlying construct using a consistent scale. Therefore, only the core Likert-scale statements were included: Q5–Q11 for the cognitive stage, Q14–Q21 for the affective stage, and Q24–Q29 for the conative stage. The remaining questions (Q12, Q13, Q22, Q23, Q30) were not included as they were designed to provide additional insights about consumer behaviour.

In order to assess the reliability of the data collected through the online survey, Cronbach's Alpha coefficients were calculated for each stage of the Hierarchy of Effects model. According to Nunnally (1978), a value higher than 0.7 proves the reliability of the data. All Cronbach's alpha coefficients obtained for the three stages exceeded this threshold, confirming the reliability of the data and its suitability for further statistical analysis.

Table 3 presents the scale reliability for the cognitive stage, the overall Cronbach's Alpha is 0.90, which is considered good. *Table 3* also shows the reliability if each of the variables were deleted, and all values remain above 0.7, confirming that each statement contributes meaningfully to the scale.

Table 3

Scale reliability for cognitive stage

Statement	Cronbach's Alpha if item deleted	Cronbach's Alpha for all 7 items
I find advertisements that focus on emotional moments and memories more attractive than those focusing strictly on technical specifications and price.	0.89	0.90
I pay more attention to ads that make me feel something.	0.88	
I remember emotional advertisements better than informational advertisements.	0.88	
An interesting story in an ad catches my attention even if I don't need the product right now.	0.89	

Statement	Cronbach's Alpha if item deleted	Cronbach's Alpha for all 7 items
Visually appealing advertisements attract my attention.	0.88	0.90
I can recognize certain brands just by the specific music or sound in their advertisements.	0.89	
I pay more attention to ads that feel "made for me".	0.89	

Table 4 presents the scale reliability for the affective stage, the Cronbach's Alpha for all 8 items is 0.92, which is considered excellent. The Alpha if item deleted values remain consistently above 0.7, confirming that all statements are relevant and reliable.

Table 4

Scale reliability for affective stage

Statement	Cronbach's Alpha if item deleted	Cronbach's Alpha for all 8 items
I like ads that show emotions (e.g. funny, happy, or touching situations).	0.92	0.92
Ads that evoke emotions create a stronger impression on me.	0.92	
Ads are more interesting to watch when there is a story behind them.	0.92	
I am more likely to watch an advertisement until the end if I can relate to the characters or their emotions.	0.92	
High-quality music and visuals significantly influence how much I like an advertisement.	0.92	
The combination of visuals and sound can make an ad more engaging for me.	0.92	

Statement	Cronbach's Alpha if item deleted	Cronbach's Alpha for all 8 items
Ads that feel like they were "made for me" are more interesting.	0.92	0.92
Relevant ads can make me feel interested even when I am not actively looking for a product.	0.92	

Finally, *Table 5* presents the values for the statements related to the conative stage, the Cronbach's Alpha for all 6 items is 0.89, which is considered good. Similarly to the previous stages, all Alpha if item deleted values exceed 0.7, which confirms the reliability of the variables.

Table 5

Scale reliability for conative stage

Statement	Cronbach's Alpha if item deleted	Cronbach's Alpha for all items
Ads that make me feel something are more likely to make me buy a product than ads that only give information.	0.87	0.89
I would share an emotional ad (e.g., funny or with an exciting story) even if I am not interested in the product.	0.88	
Ads that tell a compelling story increases my desire to buy the advertised product.	0.86	
I am more likely to buy a product if its ad tells a story I can relate to.	0.87	
High-quality visuals and music in an ad increase my desire to buy a product.	0.88	
I am more likely to buy a product when the ad is relevant to me.	0.88	

The empirical research was conducted in full accordance with ethical principles of academic research. Participation in the survey was voluntary, and respondents were informed about the purpose of the study. All responses were collected anonymously and used solely for academic purposes.

The second research method is **qualitative content analysis**. According to Harwood and Garry (2003) content analysis is a method of analyzing the content of diverse data, such as visual and verbal data. It enables phenomena or events to be classified into specific categories in order to analyse and interpret them more effectively. Mayring (2014) noted that content analysis is a systematic research method which aims to analyze material received from any kind of communication. It focuses on examining the content of messages, as well as interpreting their meaning and underlying patterns, which allows researchers to draw conclusions about how information is presented and communicated. “Qualitative methods of content analysis allow researchers to expose the diversity of perspectives different actors or groups might hold in relation to a specific problem, the nuances in meaning attributed to phenomena, and the dominant views that are present in a given context” (Preiser et al., 2021, p.273).

Moreover, qualitative content analysis is a flexible research method that allows the analysis of a wide range of various types of data and can be applied across different research fields, including social sciences and business studies (Mayer, 2015). Therefore, qualitative content analysis was selected for this study as it enables a systematic examination of advertising campaigns, allowing to identify how emotional marketing tools are applied in practice and which stage of advertising perception they primarily target, thus complementing the quantitative survey results.

The campaigns for qualitative content analysis **were selected based on three criteria**. The primary criterion was the relevance to the research topic, each selected campaign clearly demonstrates the use of emotional marketing tools including emotional appeals, storytelling, sensory marketing, and personalization, making them suitable for analysis through the lens of the Hierarchy of Effects model and for the verification of the research propositions from the perspective of advertising practice. The second criterion was recognition at the Cannes Lions International Festival of Creativity, which is widely considered the most prestigious advertising award in the world. This ensures that the selected campaigns represent the highest standard of creative and emotional advertising, and that their effectiveness has been recognized by industry professionals on a global scale. The third criterion was the variation in the primary emotional marketing tool applied, as Coca-Cola’s “Share a Coke” is predominantly built around personalization, Nike’s “You Can’t Stop Us” primarily relies on storytelling, and Heineken’s “The Closer” places the strongest emphasis on sensory marketing and emotional appeals. This variation allows for a comparative

analysis of how different emotional marketing tools influence advertising perception across the three stages of the Hierarchy of Effects model.

The analysis framework was built around the four emotional marketing dimensions identified in the theoretical part: emotional appeals, storytelling, sensory marketing, and AI-driven personalization. Each campaign was analyzed according to these dimensions and evaluated in relation to the Hierarchy of Effects model. For each dimension, the analysis identified which stage of advertising perception it primarily targets: the cognitive stage includes elements that capture attention, enhance brand recall, and build brand awareness; the affective stage includes elements that create emotional engagement and shape brand attitude; the conative stage includes elements that stimulate purchase intention or sharing behaviour. This framework allows the content analysis to verify the research propositions from the brand perspective, by showing how emotional marketing tools are intentionally used across all three stages of advertising perception in real campaigns.

Limitations of the research One limitation of the quantitative part of the research is the age distribution of respondents. The majority of participants were aged 18-24, representing 68% of the total sample, which may limit the representativeness of the findings across older age groups, as their attitudes toward emotional advertising may differ. Additionally, the demographic profile of respondents is not equally distributed in terms of age and country of residence, which could influence the results since consumer responses may vary across different backgrounds and cultures. Regarding qualitative content analysis, the research is limited to three advertising campaigns, which may not fully capture the diversity of emotional marketing practices used by global brands. Furthermore, the analysis relies on publicly available materials, meaning that internal campaign data and performance metrics were not accessible, which may limit the depth of the conclusions.

3. RESEARCH RESULTS AND DISCUSSION ON THE USE OF EMOTIONAL MARKETING TO INCREASE ADVERTISING EFFECTIVENESS

3.1 Analysis of the online survey results

The following section presents the descriptive statistics for the data collected through the online questionnaire survey. The survey consisted of a series of Likert-scale statements as well as additional rating scale and multiple-choice questions. The questionnaire can be found in Appendix 4. A total of 388 respondents completed the survey, which means that sample size meets the required credible amount. For each stage of the Hierarchy of Effects model (cognitive, affective, and conative) the Frequencies, Mean (M) and Standard Deviation (SD) are presented.

Cognitive stage

The cognitive stage of the Hierarchy of Effects model refers to the awareness and attention phase of advertising perception, how consumers notice, process, and remember advertising messages. *Table 6* presents descriptive statistics for the main statements of the cognitive stage (Q5–Q11).

Table 6

Descriptive statistics for cognitive stage statements (Q5–Q11)

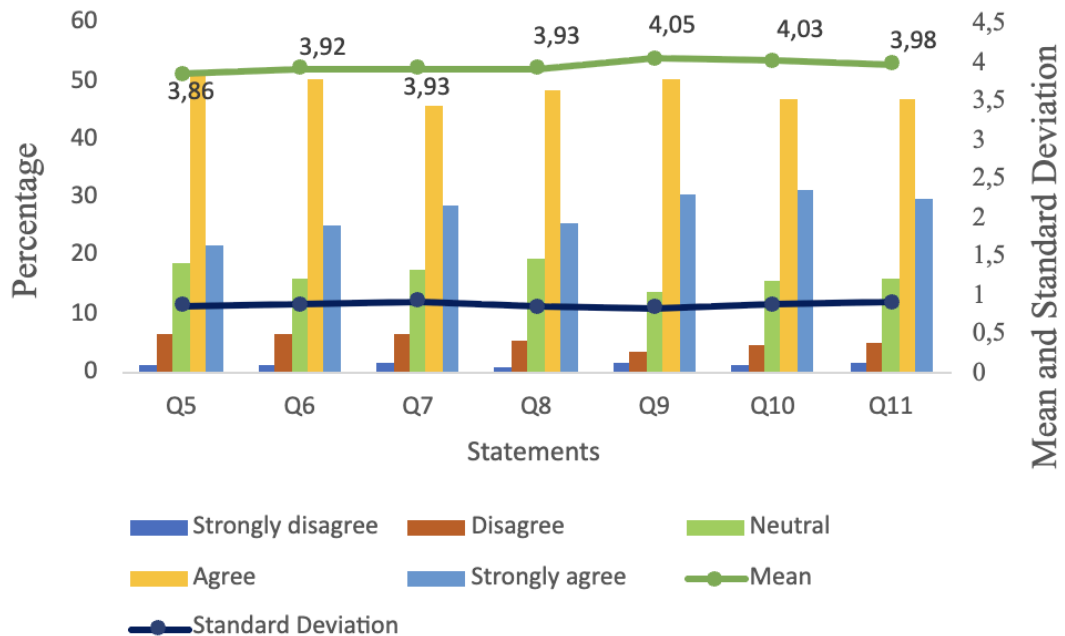
Question	N	Mean	Std. Deviation
COGNITIVE STAGE (H1)			
Q5	388	3.86	0.87
Q6	388	3.92	0.89
Q7	388	3.93	0.93
Q8	388	3.93	0.86
Q9	388	4.05	0.85
Q10	388	4.03	0.88
Q11	388	3.98	0.91

Figure 6 provides a more comprehensive visual representation of the data, illustrating the frequency distribution of responses with the Mean and Standard deviation values for each cognitive

stage statement.

Figure 6

Distribution of responses, mean values, and standard deviations for cognitive-stage statements



As presented in *Figure 6*, the frequencies, mean and standard deviation for the responses to the cognitive stage statements are plotted. The results show that most respondents tend to agree with the statements, as the majority of responses are “Agree” and “Strongly agree” categories across all questions. The mean scores range from 3.86 to 4.05, which indicates that respondents generally agreed that emotional marketing positively influences their cognitive response to advertising.

The highest indicator ($M=4.05$, $SD=0.85$) was recorded for Statement number 9 (“Visually appealing advertisements attract my attention.”). This is a particularly interesting finding as it highlights the critical role of visual design in capturing consumer attention. In today's fast-paced digital environment where consumers are exposed to a large volume of advertising content, visually appealing advertisements appear to be the effective tool for standing out. The statement number 10 (“I can recognize certain brands just by the specific music or sound in their advertisements.”), also recorded a high mean ($M=4.03$, $SD=0.88$), suggesting that elements of sensory marketing such as jingles or signature sounds have lasting impression on customer and are strongly embedded in consumer memory. The statement number 11 which was “I pay more attention to ads that feel “made for me””, recorded a Mean of 3.98 and SD of 0.91, proving that personalized advertising may also be an effective tool to attract customer attention. This findings is especially relevant in the

context of AI-driven personalization, which is one of the emotional marketing tools examined in this research.

Statement number 7 “I remember emotional advertisements better than informational advertisements.” and statement number 8 related to storytelling, which is “An interesting story in an ad catches my attention even if I don’t need the product right now” both received a Mean of 3.93, indicating that narrative elements in advertising contribute positively to consumer memory and attention.

The lowest Mean was recorded for Q5 (“I find advertisements that focus on emotional moments and memories more attractive than those focusing strictly on technical specifications and price.”) and Q6 (“I pay more attention to ads that make me feel something.”). However, the indicators are still high, $M=3.86$; $SD=0.87$ and $M=3.92$; $SD=0.89$ respectively. While this is still a positive result, it suggests that some consumers may still value informational content in advertising, and that purely emotional appeals without informational content may not always be sufficient on their own. The standard deviation values remain consistently below 1.0 for all statements, ranging from 0.85 to 0.93, indicating that respondents were fairly consistent in their opinions. This relatively low variation suggests that positive perceptions of emotional marketing at the cognitive stage is a widespread tendency rather than the view held only by a specific subgroup of respondents.

To gain deeper insights into the cognitive stage, two additional questions were asked. *Table 7* presents the mean scores for Statement 12 (“How likely is each of the following emotional themes to catch your attention when you see an advertisement?”) and Statement 13 (“To what extent do the following elements make you stop scrolling and pay attention to an ad?”).

Table 7

Descriptive statistics for additional cognitive stage questions (Q12, Q13)

Question	N	Mean	Std. Deviation
Q12a: Happiness	388	4.07	0.93
Q12b: Love	388	3.97	0.87
Q12c: Humour	388	4.15	0.88
Q12d: Excitement	388	4	0.91
Q12e: Fear	388	3.77	0.99
Q12f: Empathy	388	3.96	0.86

Question	N	Mean	Std. Deviation
Q12g: Nostalgia	388	4.13	0.94
Q13a: Clear offer (price, discount, product details)	388	3.95	1.04
Q13b: Funny/emotional story	388	3.97	0.89
Q13c: Bright visuals and eye-catching design	388	3.9	0.95
Q13d: Relatable character or situation	388	3.93	0.92

Regarding emotional themes (Q12), humour received the highest Mean ($M=4.15$, $SD=0.88$), followed closely by nostalgia ($M=4.13$, $SD=0.94$) and happiness ($M=4.07$, $SD=0.93$). This suggests that positive emotional themes, particularly those that make consumers laugh or evoke pleasant memories are the most effective at capturing attention. Whereas, fear received the lowest Mean ($M=3.77$, $SD=0.99$) and also showed the highest standard deviation among all emotions, which indicates greater variability in responses. This suggests that fear based appeals are more controversial, while some consumers find them attention-grabbing, others may respond less positively.

Regarding elements that may stop scrolling and get the attention of customers (Q13), a funny or emotional story recorded the highest Mean ($M=3.97$, $SD=0.89$), clear offer scored slightly lower ($M=3.95$, $SD=1.04$), however the high standard deviation indicates different opinions regarding purely informational content. A relatable character or situation and bright visuals and eye-catching design recorded relatively high results as well, confirming that narrative and sensory elements of emotional marketing may positively influence customer behaviour.

Affective stage

The affective stage of the Hierarchy of Effects model refers to the liking and preference phase, how advertising influences consumers' feelings, attitudes, and preferences toward a brand or product. The *table 8* presents the descriptive statistics for the affective stage statements (Q14–Q21).

Table 8

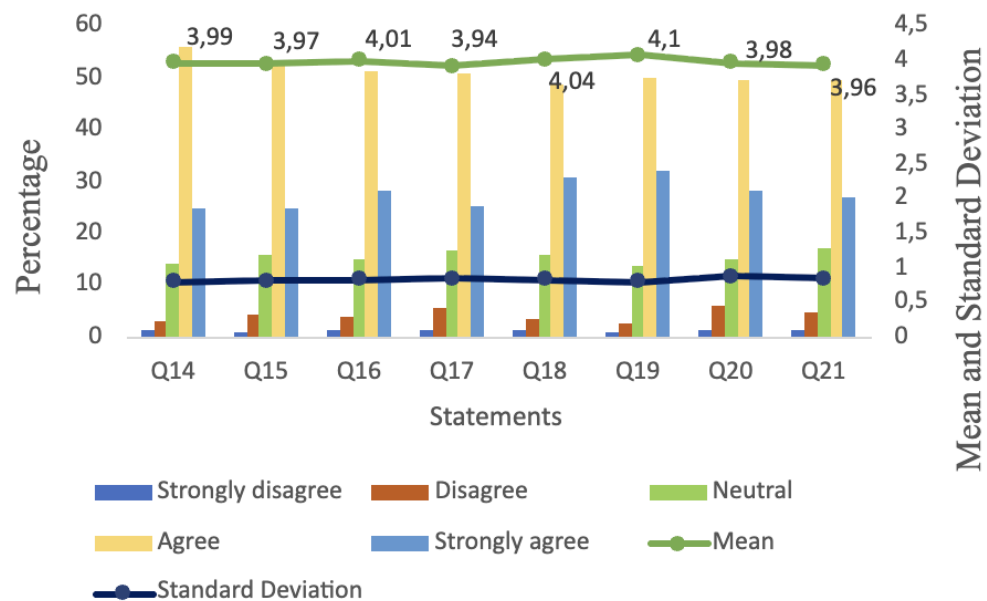
Descriptive statistics for affective stage statements (Q14–Q21)

Question	N	Mean	Std. Deviation
AFFECTIVE STAGE (H2)			
Q14	388	3.99	0.81
Q15	388	3.97	0.83
Q16	388	4.01	0.85
Q17	388	3.94	0.87
Q18	388	4.04	0.85
Q19	388	4.10	0.81
Q20	388	3.98	0.89
Q21	388	3.96	0.87

Below, *Figure 7* demonstrates visual representation of the data, including the frequency distribution of responses, the Mean and Standard deviation values for each cognitive stage statement.

Figure 7

Distribution of responses, mean values, and standard deviations for affective-stage statements



As presented in *Figure 7*, the frequencies, mean and standard deviation for the affective stage statements are plotted. The results show that the vast majority of respondents selected

“Agree” or “Strongly agree” across all eight statements, meaning that emotional marketing resonates deeply with consumers at the emotional level.

Statement number 14 “I like ads that show emotions (e.g. funny, happy, or touching situations).” and Statement number 15 “Ads that evoke emotions create a stronger impression on me.”, received high values confirming that emotional advertisement may have a positive influence on customer behaviour, as majority of respondents indicated that they like emotionally appealing advertisements and it creates a strong impression on them.

The highest indicators ($M=4.10$, $SD=0.81$) were recorded for Statement number 19 (“The combination of visuals and sound can make an ad more engaging for me.”). This is a particularly interesting finding as it highlights the power of multi-sensory experiences in advertising, this is further supported by Statement number 18 (“High-quality music and visuals significantly influence how much I like an advertisement.”) where Mean is 4.04 and SD is 0.85, confirming that quality of visual and auditory elements of advertisement plays an important role in shaping emotional responses.

Storytelling also emerged as a strong driver of affective response. Statement number 16, which is “Ads are more interesting to watch when there is a story behind them.” recorded a Mean of 4.1 and SD of 0.85, while Statement 17 “I am more likely to watch an advertisement until the end if I can relate to the characters or their emotions.” received the lowest, however still positive indicators as $Mean=3.94$ and $SD=0.87$. These results suggest that narrative elements not only capture attention at the cognitive stage but also create stronger emotional engagement at the affective stage.

Regarding AI-driven personalization Statement 20 “Ads that feel like they were “made for me” are more interesting.” and Statement 21 “Relevant ads can make me feel interested even when I am not actively looking for a product.” showed relative high results, which are $M=3.98$, $SD=0.89$ and $M=3.96$, $SD=0.87$ respectively. It suggests that customers find advertisements more interesting, if they receive relevant advertising messages even if they are not currently looking for a product, thereby making their emotional response more positive.

The standard deviation values are low across all affective stage statements, ranging from 0.81 to 0.89, which is even lower than the cognitive stage. This indicates a high level of agreement among respondents, suggesting that the positive emotional response to emotional marketing is a widespread and consistent tendency across the sample.

To gain deeper insights into the affective stage, an additional question (Q22) was asked, which was “How much do the following types of content influence your decision to watch an ad to the end?”. *Table 9* presents the mean scores for each content type.

Table 9*Descriptive statistics for additional affective stage question (Q22)*

Content type	N	Mean	Std. Deviation
Q22a: Detailed product descriptions	388	4.02	1.05
Q22b: An interesting story	388	4.04	0.89
Q22c: Strong aesthetic appeal	388	4.06	0.87
Q22d: Personal relatability	388	4.1	0.91

The results reveal that personal relatability received the highest variables (M=4.1, SD=0.91), indicating that consumers are most likely to watch an advertisement to the end when they feel personally connected to the content. Strong aesthetic appeal followed closely (M=4.06, SD=0.87), confirming the importance of visual quality in advertising. An interesting story (M=4.04, SD=0.89) and detailed product descriptions (M=4.02, SD=1.05) also received positive scores. The higher standard deviation for product descriptions, suggests that some consumers value informational content while others prefer emotional and aesthetic elements.

Conative stage

The conative stage of the Hierarchy of Effects model refers to the conviction and purchase phase, meaning influence of advertising on consumers' purchase intentions and actions. *Table 10* presents the descriptive statistics for the conative stage statements (Q24–Q29).

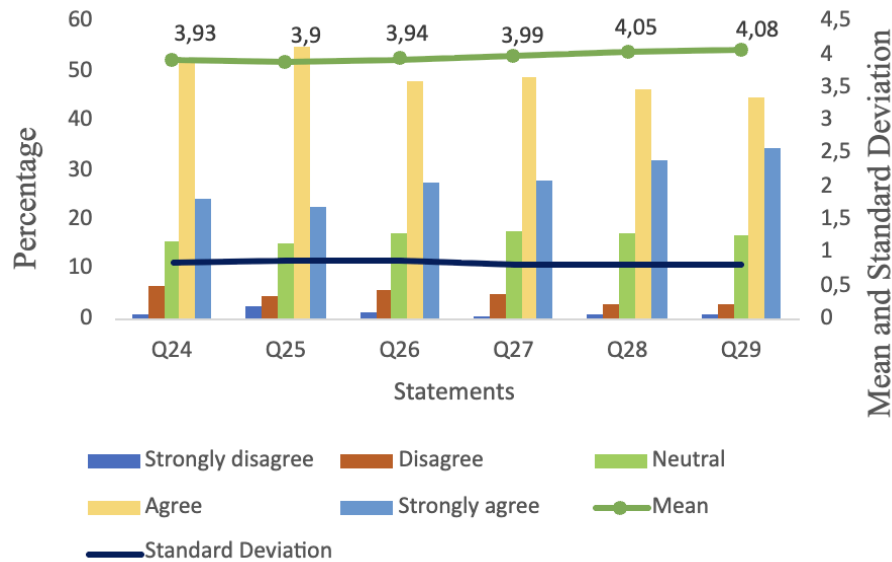
Table 10*Descriptive statistics for conative stage statements (Q24–Q29)*

Question	N	Mean	Std. Deviation
CONATIVE STAGE (H3)			
Q24	388	3.93	0.86
Q25	388	3.9	0.89
Q26	388	3.94	0.9
Q27	388	3.99	0.84
Q28	388	4.05	0.84
Q29	388	4.08	0.85

Below, *Figure 8* represents the frequency distribution of responses, The mean and Standard deviation values for each conative stage statement.

Figure 8

Distribution of responses, mean values, and standard deviations for conative-stage statements



Results presented in *Figure 8*, show a consistently positive trend, with the majority of respondents selecting “Agree” or “Strongly agree” across all six statements, indicating that emotional marketing effectively influences consumers’ purchase intentions. The highest indicators (M=4.08, SD=0.85) received Statement number 29 “I am more likely to buy a product when the ad is relevant to me.” This is a particularly interesting finding as it suggests that relevance is the strongest driver of purchase intention among the surveyed consumers, meaning that when an advertisement feels personally tailored, it is more likely to lead to purchase. Closely, Statement number 28 (“High-quality visuals and music in an ad increase my desire to buy a product.”) also performed strongly with M=4.05 and SD=0.84, continuing the trend seen throughout the cognitive and affective stages where sensory elements proved to be powerful emotional marketing tools.

Statements related to storytelling also showed strong results. Statement 27 (“I am more likely to buy a product if its ad tells a story I can relate to.”) received a Mean of 3.99 and SD=0.84, the lowest Standard deviation among all conative statements suggesting that narrative relatability may drive purchases. Statement 26 (“Ads that tell a compelling story increases my desire to buy the advertised product.”) recorded a Mean of 3.94 and SD=0.90, meaning that storytelling has a positive influence on purchase behaviour.

In contrast, Statement number 25 (“I would share an emotional ad (e.g., funny or with an exciting story) even if I am not interested in the product.”) has the lowest Mean which is 3.90 and SD is 0.89. Still positive result, which highlights the viral potential of emotional advertising.

Statement number 24 (“Ads that make me feel something are more likely to make me buy a product than ads that only give information.”) received $M=3.93$ and $SD=0.86$, directly supporting the core idea of research, that emotional advertising has a positive influence on purchase decisions. The Standard deviation values at the conative stage range from 0.84 to 0.90, remaining consistently below 1.0, which indicates a good level of agreement among respondents.

To gain deeper insights into the conative stage, two additional questions were asked to respondents. Question number 23 “Have you ever bought a product because an ad made you feel something (e.g., it was very funny, nostalgic, or touching)” and Question number 30 “Which emotional appeal is most likely to trigger an IMMEDIATE purchase for you?”. The results to Question number 23 are striking, as 60.8% of respondents reported that they purchased a product once or twice, 16.8% answered that they have made a purchase because of emotional advertising, 12.9% claimed that they don’t remember, and only 9.5% said they never have made a purchase. This is one of the most compelling findings as it provides direct evidence that emotional appealing advertising leads to purchasing behaviour.

Regarding emotional appeal that is most likely to trigger an immediate purchase, humour is by far the most powerful emotional appeal, selected by 38.1% of respondents, more than double any other option. This corresponds with results at the cognitive stage where humour also had the highest indicator for capturing attention, suggesting that it creates a complete emotional journey from awareness to purchase decision. The second most chosen emotional appeal was love (17.0%), followed by excitement (11.6%) and nostalgia (11.1%). These results show that people prefer positive emotional appeals, and they are more effective at driving purchase behavior.

Overall, descriptive statistical analysis indicates a generally high level of agreement among respondents across all survey statements. The Mean values for most items are close to or above 4, indicating that respondents positively assess the role of emotional marketing elements in advertising. The frequency distribution further supports these findings, as the majority of responses were in “Agree” and “Strongly agree” categories. In addition, the relatively low Standard deviation values indicate that the responses are not highly dispersed, indicating a certain level of consensus among the participants. Thus, the statistical results confirm that emotional marketing elements, including emotional appeals, storytelling, sensory elements and AI-driven personalization have a positive influence on consumer perceptions and behavior. Moreover, the descriptive statistics reveal a consistently positive trend across all three stages of the Hierarchy of Effects model. The affective stage recorded the highest stage Mean ($M=4.00$), followed closely by the conative stage ($M=3.98$) and the cognitive stage ($M=3.96$).

Regarding the effectiveness of individual emotional marketing tools at each stage, the results reveal distinct patterns. At the cognitive stage, sensory marketing proved to be the most

effective tool (Q9, M=4.05; Q10, M=4.03), followed by AI-driven personalization (Q11, M=3.98). At the affective stage, sensory marketing again demonstrated the strongest influence (Q19, M=4.10; Q18, M=4.04), with storytelling also emerging as a strong driver of emotional engagement (Q16, M=4.01). At the conative stage, AI-driven personalization proved to be the most effective tool (Q29, M=4.08), followed closely by sensory marketing (Q28, M=4.05) and storytelling (Q27, M=3.99). Furthermore, humour emerged as a particularly powerful emotional appeal throughout the entire survey, not only recording the highest Mean for capturing attention at the cognitive stage, but also being selected by 38.1% of respondents as the emotional appeal most likely to trigger an immediate purchase decision. A detailed verification of each research proposition will be presented after the qualitative content analysis in the following section.

3.2 Qualitative content analysis

Coca-Cola “Share a Coke”

One of the best examples of using emotional appeals in advertising is the “Share a Coke” campaign by Coca-Cola, which was launched in 2011 and won multiple awards at “Cannes Lions” making it one of the most award-winning and effective campaigns in marketing history. ““Share a Coke” expanded to over 120+ countries, each time meticulously researching the most popular names and phrases to resonate with local cultures. From "Condividi una Coca-Cola" in Italy to "Compartilhe uma Coca-Cola" in Brazil, the core idea remained the same: to foster connection, one personalized bottle at a time. It proved that while languages and customs may differ, the human desire to feel seen, to connect, and to share moments of happiness is universal.” (The Coca-Cola Company. , n.d.). Moreover, “Share a Coke” was back in 2025, targeting Gen Z, who seek authentic connection in an increasingly digital world. The campaign combined digital and real-world experiences by introducing the Coca-Cola mobile app, on-pack QR codes and "Share a Coke Memory Maker" that allows consumers to create personalized videos to share with friends (Coca-Cola, 2025). *Table 11* presents a structured analysis of Coca-Cola’s “Share a Coke” advertising campaign. It examines the use of emotional marketing, focusing on emotional appeals, storytelling, sensory marketing, personalization and their alignment with the Hierarchy of Effects model.

Table 11*Analysis of “Share a Coke” advertising campaign*

Criteria	Analysis
Emotional appeals	Coca-Cola focused on feelings that everyone could relate to, such as happiness, nostalgia, friendship, love, and unity. They understood that emotions transcend cultures and age groups. By targeting emotional needs, Coca-Cola increased consumer engagement and enhanced brand loyalty (Supriyanto et al., 2024).
Storytelling	Rather than telling one single story, the “Share a Coke” campaign invited consumers to create their own personal stories. Company encouraged users to share images and videos with the hashtag #ShareACoke.
Sensory elements	The sensory strategy of the “Share a Coke” campaign was built on a powerful visual contrast, replacing the iconic logo with a personal name was an incredible idea to catch customer's attention. The bold red Coca-Cola packaging remained intact, ensuring instant brand recognition, while the personalized name transformed a familiar product into something surprising and personal. Beyond the product itself, Coca-Cola deployed television commercials, towering billboards, and interactive digital displays that allowed passersby to text in names for instant personalization, creating a consistent multi-sensory brand experience across multiple touchpoints.
Personalization	The main idea of this advertising campaign was to create personal connection with consumers by using their names on Coca-Cola’s bottles. The use of personalization evoked feelings of happiness, nostalgia, and connection, which motivated consumers to purchase the product. Not only names were put on the bottles in a campaign, but also popular words and phrases, which encouraged people to share and create their own content. As a result, customers started to be a part of advertising campaigns and truly increased the UGC rate (Gao, 2022).

Criteria	Analysis
Focus in the Hierarchy of Effects model	-At the cognitive stage, sensory elements, such as bold red packaging and replacement of the iconic logo with personal names captured consumer attention and ensured instant brand recognition. -At the affective stage, emotional appeals such as happiness, nostalgia, and love, combined with personalization and user-generated storytelling, created a strong emotional connection with the brand and fostered a positive brand attitude. -At the conative stage, the personal connection created by seeing one's own name on a bottle directly motivated purchase behaviour, while the hashtag #ShareACoke encouraged content sharing and significantly increased the UGC rate.

In conclusion, the “Share a Coke” campaign demonstrates how emotional marketing tools can be combined to influence consumers at each stage of advertising perception. Sensory elements primarily targeted the cognitive stage, emotional appeals and personalization shaped affective responses, while personalization and storytelling drove conative outcomes. This confirms that the campaign actively employed emotional marketing tools across all three stages of the Hierarchy of Effects model.

Nike “Can’t Stop Us”

Video to the ad: [://www.youtube.com/watch?v=pcXTnyCmQbg&t=90s](https://www.youtube.com/watch?v=pcXTnyCmQbg&t=90s)

“You Can’t Stop Us” is a marketing campaign, dedicated to the return of sports after the pandemic. The campaign features a video montage showcasing athletes from various sports and diverse backgrounds, highlighting the resilience and unity of the sports community. Overall, the video was released in 2020, got over 100 million views on YouTube and won several awards, including the Grand Prix at the Cannes Lions festival (Dussol, 2023). The following *table 12* presents a structured analysis of Nike's "You Can't Stop Us" campaign based on the emotional marketing dimensions identified in the theoretical part of this research, examining how each dimension contributes to the campaign's overall effectiveness.

Table 12*Analysis of Nike's "Can't Stop Us" advertisement*

Criteria	Analysis
Emotional appeals	Resilience, unity, and solidarity became the campaign's central emotional themes. These emotions deeply resonated with a global audience that was going through one of the most difficult periods in modern history. The campaign powerfully conveyed resilience and unity, showcasing diverse athletes overcoming challenges and inspiring viewers during a period of global uncertainty.
Storytelling	The storytelling in this campaign is what truly set it apart. The 90 second video, combines clips where are shown two athletes, seamlessly behaving as if part of a single shot. The video was featuring athletes including Megan Rapinoe, Cristiano Ronaldo, Serena Williams and many other famous athletes in various types of sports. Including the main message "We have a responsibility to make this World a better place" all the story follows the idea that sport unites people across the world regardless of race, gender, or ability, proving that even in the hardest times, nothing can stop the human spirit.
Sensory elements	Nike paired the advertisement with a remix of "Where Do We Go?" scored by Hans Zimmer (Jobaaj Learnings, 2025). Music was matching the mood and energy of the athletes. Combined with the visually stunning split-screen it was an emotional driver that elevated the advertisement into something cinematic.
Personalization	The campaign did not use AI personalization, however it referred to emotional personalization through inclusivity. Featuring people of different genders, races and backgrounds allowed every viewer to find someone on screen who reflected their own identity or experience.
Focus in the Hierarchy of Effects model	-At the cognitive stage, sensory elements, such as the visually stunning split-screen technique and cinematic music by Hans Zimmer immediately captured consumer attention and ensured high brand recall.

Criteria	Analysis
Focus in the Hierarchy of Effects model (continuation)	-At the affective stage, storytelling built around resilience, unity, and solidarity combined with emotional personalization through inclusivity created a powerful emotional response and deep connection with the brand. -At the conative stage, the motivational message “You Can’t Stop Us” delivered through storytelling encouraged viewers to engage with the brand and reinforced Nike's brand loyalty among its audience.

Overall, Nike’s “You Can’t Stop Us” is a powerful example of how storytelling is the primary emotional marketing tool, actively supported by sensory elements and emotional personalization. Sensory elements targeted the cognitive stage, while storytelling and personalization shaped affective responses and drove conative outcomes. This confirms that the campaign actively employed emotional marketing tools across all three stages of the Hierarchy of Effects model.

Heineken “The Closer”

Video to the ad: <https://www.youtube.com/watch?v=snkHuX7NuiQ>

In 2022, Heineken launched a global campaign featuring a bottle opener that instantly shuts down all work devices the moment a Heineken bottle is opened. The campaign aims to draw attention to the growing work-life imbalance faced by many employees and encourage them to stop overworking (Marketing-Interactive, 2022). “We launched Heineken’s new positioning “For a fresher world” with a campaign bringing a fresh perspective to work-life balance. As more and more people, especially Gen Z, are facing overwork and burnout, we wanted to remind everyone that logging off can be easier than they think. So we created The Closer: a bottle opener that automatically closes your work when you open a beer.” (Heineken, n.d.). The *table 13* below, analyzes Heineken's "The Closer" campaign based on the emotional marketing dimensions identified in the theoretical part of this research.

Table 13

Analysis of Heineken “The Closer” advertising campaign

Criteria	Analysis
Emotional appeals	Heineken used humour and empathy as its main emotional tools. The Closer bottle opener is a satirical symbol for the power every worker has to close down at the end of the day.
Storytelling	The video starts with an office worker stuck in a meeting, unable to meet his friend who is at a party. When he opens a Heineken with The Closer, all the work appliances shut down and the office goes completely dark. Later, the advertisement shows different places, such as a bar, a World summit, a News broadcast room, in these places people continue working until The Closer finally gives them permission to stop. The product itself becomes the hero of the story, not just a background element.
Sensory elements	The visual contrast between the dark, serious world of overworking and the bright, warm atmosphere of social connection creates a strong visual impact.
Personalization	However, the campaign does not use traditional personalization methods, it still makes a viewer feel personally understood by tapping into a frustration that almost every working adult shares.
Focus in the Hierarchy of Effects model	-At the cognitive stage, sensory elements played the primary role, the strong visual contrast between the dark, serious office environment and the bright, warm atmosphere of social connection created an immediate and memorable visual impact that captured consumer attention. -At the affective stage, emotional appeals of humour and empathy, supported by relatable storytelling created a strong emotional connection by tapping into a frustration every working adult shares. Emotional personalization reinforced this by making every viewer feel personally understood. -At the conative stage, the combination of emotional appeals and sensory contrast created a strong desire to experience the feeling of switching off, directly encouraging purchase behaviour.

Overall, “The Closer” is a brilliant example of how a simple, relatable insight can be turned into an emotionally powerful campaign. It demonstrates how the company uses sensory marketing and emotional appeals as the primary emotional marketing tools, which are actively supported by storytelling and emotional personalization. Sensory elements targeted the cognitive stage, while emotional appeals, storytelling, and personalization shaped affective responses and drove conative outcomes. This confirms that the campaign actively employed emotional marketing tools across all three stages of the Hierarchy of Effects model.

In summary, the qualitative content analysis of three award-winning campaigns confirms that emotional marketing tools are intentionally employed by brands to influence consumers at cognitive, affective, and conative stages of advertising perception. Coca-Cola’s “Share a Coke” demonstrated how personalization and sensory elements create personal emotional connections and motivate purchase behaviour. Nike’s “You Can’t Stop Us” showed how storytelling supported by sensory elements and emotional personalization can inspire consumers and build strong brand loyalty. Heineken’s “The Closer” proved that emotional appeals and sensory marketing, grounded in a relatable human experience, can make a brand feel genuinely close to its audience and encourage purchase behaviour. Each campaign employed emotional marketing tools across all three stages of the Hierarchy of Effects model, providing practical evidence from the brand perspective in support of the research propositions which will be discussed in the next section.

3.3 Verification of Research Propositions

The following section presents the verification of the research propositions formulated in the methodology part of this study. The verification is based on the results obtained from both the quantitative survey and the qualitative content analysis conducted in the previous sections. For the quantitative part, a mean score above 3.5 on a 5-point Likert scale is considered as a positive consumer response, supporting the relevant proposition. For the qualitative part, a proposition is considered supported if the analyzed campaigns demonstrate clear evidence that emotional marketing tools are intentionally directed at the corresponding stage of advertising perception. The results of the verification are presented below.

Research Propositions:

P1: Emotional marketing has a positive influence on advertising effectiveness at the cognitive stage of advertising perception. **This proposition is supported.** The Mean score across the core cognitive stage questions was $M=3.96$, exceeding the threshold of 3.5. This indicates that respondents generally agreed that emotional marketing positively influences their attention and

memory of advertising. The qualitative content analysis confirms this, as all three campaigns demonstrated intentional use of emotional marketing tools at the cognitive stage.

P1a: Emotional appeals in advertising have a positive influence on consumers' cognitive response to advertising. **This proposition is supported.** Respondents agreed that emotional ads attract attention (Q5, M=3.86; Q6, M=3.92), with humour (M=4.15) and nostalgia (M=4.13) proving most effective at capturing attention. The qualitative analysis confirms that all three campaigns used emotional appeals to target the cognitive stage.

P1b: Storytelling in advertising has a positive influence on consumers' cognitive response to advertising. **This proposition is supported.** Respondents confirmed that emotional advertisements are more memorable (Q7, M=3.93) and that an interesting story captures attention even without immediate purchase need (Q8, M=3.93). The qualitative analysis confirms this, as Nike's split-screen narrative and Heineken's relatable story both demonstrated strong cognitive impact.

P1c: **Sensory** marketing elements have a positive influence on consumers' cognitive response to advertising. **This proposition is supported.** Sensory elements proved to be the most effective tool at the cognitive stage, with the highest mean scores for visual appeal (Q9, M=4.05) and brand recognition through sound (Q10, M=4.03). The qualitative analysis confirms this, as Nike's cinematic score and Coca-Cola's bold visual branding demonstrated strong sensory impact at the cognitive stage.

P1d: AI-driven personalization has a positive influence on consumers' cognitive response to advertising. **This proposition is supported.** Respondents indicated that personalised advertisements effectively capture attention (Q11, M=3.98). The qualitative analysis confirms this too, as Coca-Cola's personalised bottle names immediately captured consumer attention and ensured instant brand recognition.

P2: Emotional marketing has a positive influence on advertising effectiveness at the affective stage of advertising perception. **This proposition is supported.** The Mean score across the core affective stage questions was M=4.00, the highest among all three stages, suggesting that emotional marketing has its strongest influence at the affective stage. All three campaigns confirmed this in the qualitative analysis.

P2a: **Emotional** appeals in advertising have a positive influence on consumers' emotional response to advertising. **This proposition is supported.** Respondents agreed that they like emotional ads (Q14, M=3.99) and that they create a stronger impression (Q15, M=3.97). The qualitative analysis confirms that emotional appeals in all three campaigns created strong emotional responses at the affective stage.

P2b: Storytelling in advertising has a positive influence on consumers' emotional response to advertising. **This proposition is supported.** Respondents confirmed that ads with a story are more interesting (Q16, M=4.01) and that relatable characters increase engagement (Q17, M=3.94). Nike's "You Can't Stop Us" is a strong qualitative example of storytelling creating a powerful emotional response.

P2c: Sensory marketing elements have a positive influence on consumers' emotional response to advertising. **This proposition is supported.** Respondents strongly agreed that high-quality music and visuals influence how much they like an ad (Q18, M=4.04) and that the combination of visuals and sound makes ads more engaging (Q19, M=4.10), the highest mean at the affective stage. Nike's cinematic score and Heineken's visual contrast both confirmed this in the qualitative analysis.

P2d: AI-driven personalization has a positive influence on consumers' emotional response to advertising. **This proposition is supported.** Respondents agreed that personalised ads are more interesting (Q20, M=3.98) and create emotional engagement even without active product search (Q21, M=3.96). Coca-Cola's "Share a Coke" confirmed this in the qualitative analysis, demonstrating how personalization fostered positive brand attitude.

P3: Emotional marketing has a positive influence on advertising effectiveness at the conative stage of advertising perception. **This proposition is supported.** The Mean score across the core conative stage questions was M=3.98. Q23 further confirms this, as 60.8% of respondents reported purchasing a product because an ad made them feel something. All three campaigns confirmed intentional targeting of the conative stage in the qualitative analysis.

P3a: **Emotional** appeals in advertising have a positive influence on consumers' purchase intention. **This proposition is supported.** Respondents agreed that emotional ads are more likely to drive purchase than informational ones (Q24, M=3.93), with humour proving the most powerful appeal for triggering immediate purchases (Q30, 38.1%). Heineken's use of humour in the qualitative analysis directly confirmed this.

P3b: Storytelling in advertising has a positive influence on consumers' purchase intention. **This proposition is supported.** Respondents confirmed that a compelling story increases purchase desire (Q26, M=3.94), that relatable stories drive purchase intention (Q27, M=3.99), and that emotional ads are likely to be shared (Q25, M=3.90). Nike's motivational storytelling confirmed this in the qualitative analysis.

P3c: Sensory marketing elements have a positive influence on consumers' purchase intention. **This proposition is supported.** Respondents strongly agreed that high-quality visuals and music increase purchase desire (Q28, M=4.05). The qualitative analysis confirms this, as

Heineken's visual contrast and Nike's cinematic visuals both encouraged purchase behaviour at the conative stage.

P3d: AI-driven personalization has a positive influence on consumers' purchase intention. **This proposition is supported.** Respondents strongly agreed that relevant ads increase purchase likelihood (Q29, M=4.08), and Coca-Cola's personalised bottles directly motivated purchase and encouraged content sharing, confirming this in the qualitative analysis.

In summary, all 15 research propositions were supported by both the quantitative survey and the qualitative content analysis, confirming that emotional marketing tools, including emotional appeals, storytelling, sensory marketing, and AI-driven personalization have a positive influence on advertising effectiveness at all three stages of advertising perception. The strongest overall influence was recorded at the affective stage (M=4.00), followed by the conative stage (M=3.98) and the cognitive stage (M=3.96). At the cognitive stage, sensory marketing proved to be the most effective tool (Q9, M=4.05), while at the affective stage, sensory marketing again demonstrated the strongest influence (Q19, M=4.10). At the conative stage, AI-driven personalization emerged as the most effective tool (Q29, M=4.08). Storytelling showed consistently positive results across all three stages, while emotional appeals recorded the lowest Mean scores compared to other tools. The qualitative content analysis reveals that the positive consumer responses identified in the survey are not coincidental, as global brands such as Coca-Cola, Nike, and Heineken deliberately design their campaigns to target cognitive, affective, and conative stages through emotional marketing tools.

Overall, the empirical results are consistent with the theoretical model proposed in section 1.6, confirming the relationships between emotional marketing tools, consumer responses, and advertising effectiveness outcomes identified in the theoretical part of this study.

Discussion of research findings

The findings of this study are largely consistent with the results of previous research. The confirmation research propositions align with the findings of Gamali and Fernando (2025), who found that emotional appeals have a strong positive influence on brand awareness and significantly influence consumer attitudes and reactions, corresponding to the cognitive and affective stages identified in this study. Similarly, the finding that emotional marketing positively influences purchase intention is consistent with Ali et al. (2024), who found that emotional advertising attracts attention, arouses interest, and ultimately motivates consumers to make a purchase.

The strong results at the affective stage support the conclusions of Kniazieva and Kazanska (2024), who emphasised the importance of emotional marketing as a critical element in successful brand positioning and customer retention. Furthermore, the finding that the effectiveness of emotional marketing tools may vary depending on the target audience is consistent with Vrtana and

Krizanova (2023), who concluded that different generational groups perceive emotional advertising differently, suggesting that the results of this study may reflect the emotional preferences of the predominantly younger sample. The findings of this study also complement the conclusions of Mancham et al. (2025), who found that emotional advertising alone does not significantly drive purchasing decisions. This study supports this view by demonstrating that the combination of multiple emotional marketing tools, such as emotional appeals, storytelling, sensory marketing, and AI-driven personalization have stronger results across all three stages of advertising perception. This is further confirmed by the qualitative content analysis, which showed that the most successful global campaigns such as Coca-Cola's "Share a Coke", Nike's "You Can't Stop Us", and Heineken's "The Closer" all deliberately combined multiple emotional marketing tools rather than relying on a single approach, suggesting that the integrated use of emotional marketing tools is more effective in practice.

Overall, this study addresses the gap identified in the literature by providing an integrated analysis of how multiple emotional marketing tools influence advertising effectiveness across all three stages of consumer response cognitive, affective, and conative, which has not been examined in this combination in previous research.

Based on the research findings, the **following recommendations** can be provided for marketers and advertisers seeking to increase advertising effectiveness through emotional marketing:

First, sensory marketing should be prioritised at the cognitive and affective stages of advertising perception. High-quality visuals and sound design proved to be the most effective tools for capturing consumer attention and creating emotional engagement. Marketers should invest in cinematic quality visuals and carefully selected music that matches the mood and message of the advertisement.

Second, AI-driven personalization should be leveraged at the conative stage, as relevant and personalised advertisements proved to be the strongest driver of purchase intention. Brands should use data-driven insights to deliver targeted messages that feel personally relevant to consumers, increasing the likelihood of purchase.

Third, humour should be incorporated into advertising campaigns where appropriate, as it consistently demonstrated the highest effectiveness for capturing attention and was selected by 38.1% of respondents as the most powerful emotional appeal for triggering immediate purchases. Finally, emotional marketing tools should be combined rather than used in isolation. The findings suggest that the most effective campaigns, such as Coca-Cola's "Share a Coke", Nike's "You Can't Stop Us", and Heineken's "The Closer" deliberately combined storytelling, sensory elements,

emotional appeals, and personalization to create a comprehensive emotional experience for consumers.

Directions for further research

This study raises several interesting questions that could be explored in future research. Since the sample was predominantly younger consumers, it would be valuable to examine how emotional marketing tools influence different age groups. Moreover, expand the content analysis beyond global consumer brands and explore how emotional marketing tools are applied in other industries such as technology, healthcare, or financial services, where the relationship between brands and consumers is quite different. Finally, future research could go beyond surveys and content analysis by using focus groups or in-depth interviews to better understand why consumers respond emotionally to certain advertisements.

CONCLUSIONS

The aim of the paper was to verify, on the basis of an empirical study, the identified theoretically based approaches for using emotional marketing to increase the advertising effectiveness, using the example of global brands. The aim was fully achieved through the completion of four objectives.

The first objective was to analyse the theoretical aspects of the use of emotional marketing in order to increase advertising effectiveness. It was achieved through a comprehensive literature review. The theoretical analysis confirmed that emotional marketing has become one of the most powerful strategies available to brands today. Rather than focusing solely on functional product benefits, emotional marketing aims to create deeper, more personal connections with consumers by appealing to their feelings, memories, and values. The psychological foundations of emotional appeals, examined through the Elaboration Likelihood Model, the ABC Model of Attitudes, and the Hierarchy of Effects model, confirm that emotional responses influence consumers at cognitive, affective, and conative levels simultaneously. The analysis of emotional marketing tools, such as storytelling, sensory marketing, and AI-driven personalization revealed that each tool operates through its own mechanisms to reach consumers emotionally. Based on the theoretical analysis, a theoretically grounded model was developed that defines the relationships between emotional marketing tools, consumer responses, and advertising effectiveness outcomes, serving as the foundation for the empirical research.

The second objective was to conduct empirical research in order to investigate the influence of emotional marketing on advertising effectiveness. It was achieved through a mixed-methods approach, combining a quantitative online survey with a qualitative content analysis of three award-winning advertising campaigns, such as Coca-Cola's "Share a Coke", Nike's "You Can't Stop Us", and Heineken's "The Closer". The two methods complemented each other by verifying the research propositions from two perspectives: what brands intentionally do and what consumers actually feel.

The third objective was to analyse research results and make necessary conclusions. It was achieved through the verification of all 15 research propositions. All propositions were supported by both methods, confirming that emotional marketing tools have a positive influence on advertising effectiveness at the cognitive, affective, and conative stages of advertising perception. The affective stage recorded the highest overall Mean score ($M=4.00$), suggesting that emotional marketing has its strongest influence on consumers' emotional responses. Sensory marketing proved to be the most effective tool at the cognitive and affective stages, while AI-driven personalization emerged as the most effective tool at the conative stage. Storytelling demonstrated

consistently positive results across all three stages, and humour proved to be the most powerful emotional appeal for both capturing attention and triggering immediate purchase decisions. The qualitative content analysis confirmed that leading global brands deliberately design their campaigns to target all three stages of advertising perception through the intentional use of emotional marketing tools.

The fourth objective was to provide recommendations for the use of emotional marketing in order to increase advertising effectiveness. It was achieved based on empirical findings. Brands are recommended to prioritise sensory marketing at the cognitive and affective stages, leverage AI-driven personalization at the conative stage, and incorporate humour as an emotional appeal. Most importantly, the findings suggest that combining multiple emotional marketing tools rather than relying on a single approach produces the most comprehensive and effective consumer response.

The novelty of this study lies in its examination of emotional marketing tools across all three stages of advertising perception within a single research framework. Rather than focusing on a single emotional appeal or one marketing tool in isolation, this study simultaneously examines how storytelling, sensory marketing, AI-driven personalization, and emotional appeals influence consumers at cognitive, affective, and conative stages, and identifies which tools are most effective at each specific stage.

The possibilities of applying the results of this study can be directly applied by marketers and advertisers when planning emotional advertising campaigns. The theoretical model developed in section 1.6 provides a structured framework for understanding how emotional marketing tools influence consumer responses and advertising effectiveness outcomes. The empirical findings further revealed which tools are most effective at each specific stage. Sensory marketing at the cognitive and affective stages, and AI-driven personalization at the conative stage, which offers practical guidance for brands seeking to increase advertising effectiveness through emotional marketing.

The limitations of applying the results should also be considered. Since the majority of respondents were aged 18-24, the findings may most accurately reflect the emotional preferences of younger consumers rather than the broader population. Furthermore, as the content analysis was based on three global consumer brand campaigns, the conclusions may be less directly applicable to smaller brands or industries where the relationship between brands and consumers operates quite differently, such as healthcare, financial services, or B2B marketing.

Future research could examine whether the same emotional marketing tools are equally effective across different age groups, or whether different generations respond to storytelling, sensory elements, and personalization in fundamentally different ways. Expanding the content

analysis by including a larger and more diverse sample of advertising campaigns from various industries and cultural contexts would also allow for broader and more generalizable conclusions regarding the practical application of emotional marketing.

Finally, the use of additional qualitative methods in future studies, such as focus group discussions or in-depth interviews, will allow for a deeper exploration of the personal motivations and emotional experiences that drive consumer responses to advertising, revealing valuable insights that cannot be fully captured through quantitative surveys and content analysis.

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APPENDICES

Glossary of terms

ABC Model of Attitudes is a psychological framework that explains attitude formation through three interacting components, such as affect, behaviour, and cognition, highlighting the central role of emotional responses in shaping consumer behaviour and purchase decisions (Le et al., 2024).

Compassion appeals attempt to evoke empathy and concern among viewers by presenting situations that require help or support (Singh, 2025).

Emotional appeal is a concept within the scope of marketing communications that seeks to appeal to consumers' emotions to encourage a tight bond between consumers and brands. In contrast with logical appeals which are based on data, facts and rational arguments, emotional appeals are intended to reveal feelings that resonate with the audience on a deeper and mostly subconscious level (Li, 2024).

Emotional branding is a way to connect with customers and create differentiation from competitors (Kotler & Keller, 2012).

Emotional marketing is a strategy that focuses on conveying a brand's identity through emotional connections rather than only product features. At its core, it is built on the idea that consumers do not simply buy products, but they buy the promise of how those products will make them feel. By understanding what motivates the target audience, brands can leverage these emotions to build deeper relationships with consumers, increase sales, and foster long-term customer loyalty (Sharma et al., 2022).

Empathy-based marketing emphasis on the ability to understand the consumer's perspective and emotions (Ismail, 2023).

Fear appeals are persuasive messages that attempt to evoke fear by emphasising the potential danger and harm that could befall people if they do not follow the recommendations outlined in the message. As an emotional strategy, fear appeals aim to influence consumers' affective and cognitive responses (Ke, 2025).

FOMO marketing refers to advertising messages that appeal to consumers' desire to seize an opportunity before it disappears (Varma et al., 2022).

Happiness appeal is an emotional marketing strategy that conveys positive signals through characters with smiling or laughing faces, as well as visuals and depictions of pleasant and happy scenes, creating an uplifting emotional atmosphere around a brand (Gamali & Fernando, 2025).

Continuation of Appendix 1

Hierarchy of Effects model is a theoretical framework that explains how consumers respond to advertising in a sequence of stages. Firstly cognitively (thinking), then affectively (feeling), and finally conatively (doing). At the cognitive stage, consumers become aware of the brand and acquire basic knowledge about the product. This is followed by the affective stage, where consumers develop attitudes such as liking or preference toward the brand. Finally, at the conative stage, consumers form intentions and take action, such as making a purchase (Wijaya, 2012).

Hyper-personalization, powered by AI, is the use of real-time data to predict consumer behaviour and deliver highly targeted marketing strategies, improving not only customer satisfaction but also key business metrics such as engagement rates, ROI, and customer loyalty (Gungunawat et al., 2024).

Love appeal is a type of advertising that highlights a happy, emotional bond, whether in the form of friendship, family, or romance (Gamali & Fernando, 2025).

Memes are generally visual content that is based on a humorous message, it can be presented in various formats such as images, videos, GIFs (Surya et al., 2024).

Nostalgia appeals in advertising rely on references to childhood memories, iconic symbols etc. in order to evoke emotional responses. By reminding consumers of past experiences, nostalgia marketing creates a sense of emotional connection and resonance with the brand (Singh et al., 2024).

Personalized marketing is the use of customer data, such as age, gender, location, purchase history in order to create the most relevant advertising messages (Phuong et al., 2026).

Recommendation engines are AI-driven systems that through scanning the history of user behaviour and purchases suggest what kind of products or services customers can be interested in (Gungunawat et al., 2024).

Sensory marketing is an approach that focuses on influencing consumers' senses in order to form a positive emotional state and stimulate purchasing activity. Its main goal is to establish a comfortable and pleasant atmosphere around a product, thereby increasing the likelihood of purchase. By combining elements such as sound, music, scents, colours, and tactile experiences, brands form strong associations in the consumer's mind linked to a specific product or company, creating a unique brand image that leaves a lasting impression and fosters customer loyalty (Obniavko et al., 2025).

Storytelling in marketing involves creating compelling narratives that engage consumers on an emotional level, making brands more memorable and relatable. Effective storytelling can make consumers more receptive to a brand's message (Dave et al., 2025).

**Declaration on the usage of generative artificial intelligence (GAI) and
GAI-based tools (GAI tools)**

Date 11.05.2026

Andriana Tkach

**EMOTIONAL MARKETING USE IN ORDER TO INCREASE ADVERTISING
EFFECTIVENESS, USING THE EXAMPLE OF GLOBAL BRANDS**

I confirm that the GAI tools listed and described below were used in the preparation of this work:

-GAI tool: ChatGPT-4o

Company that developed the GAI tool: OpenAI

GAI tool web address: <https://chatgpt.com/>

Date of content/output creation: 03.02.2026-11.05.2026

Purpose of using the GAI tool (e.g., data collection, editing, translation, or other): Data collection (scientific sources), language and grammar correction.

Specific location (section/page) where the GAI tool was used: All sections

-GAI tool: Gemini 2.0

Company that developed the GAI tool: Google

GAI tool web address: <https://gemini.google.com/app>

Date of content/output creation: 03.02.2026-11.05.2026

Purpose of using the GAI tool (e.g., data collection, editing, translation, or other): Data collection (scientific sources), language and grammar correction.

Specific location (section/page) where the GAI tool was used: All sections

-GAI tool: DeepL Translator

Company that developed the GAI tool: DeepL SE

GAI tool web address: <https://www.deepl.com>

Date of content/output creation: 06.02.2026-11.05.2026

Purpose of using the GAI tool (e.g., data collection, editing, translation, or other): Text translation

Specific location (section/page) where the GAI tool was used: All sections

Theoretical justification to each Research Proposition is provided in *Table 1*.

Table 1

Justification of research propositions

Research Propositions	Theoretical Justification	Author(s)
P1: Emotional marketing has a positive influence on advertising effectiveness at the cognitive stage of advertising perception.	The Hierarchy of Effects Model identifies the cognitive stage as the phase of brand awareness and knowledge acquisition. The Elaboration Likelihood Model (ELM) suggests that emotional appeals activate the peripheral route of information processing, enhancing attention and brand recall.	(Wijaya, 2012; Singh, 2025; Rabindranath & Singh, 2024)
P1a: Emotional appeals in advertising have a positive influence on consumers' cognitive response to advertising.	Emotions can shape preferences, enhance memory retention, and stimulate action, making emotion-focused advertising more likely to be remembered and acted upon, which improves brand information processing.	(Singh et al., 2024; Zikienė & Kazarjan, 2021)
P1b: Storytelling in advertising has a positive influence on consumers' cognitive response to advertising.	Storytelling enhances brand awareness by presenting information in a memorable narrative form, making it more persuasive than factual arguments and improving message retention.	(Kemp et al., 2023; Bazaka, 2025; Marques et al., 2023)
P1c: Sensory marketing elements have a positive influence on consumers' cognitive response to advertising.	Sensory stimuli such as colour, sound, and scent influence subconscious perception and shape brand image, with visual elements playing a key role in directing attention at the cognitive level.	(Obniavko et al., 2025; Santos et al., 2025; Lindblom, 2023)
P1d: AI-driven personalization has a positive influence on consumers' cognitive response to advertising.	AI-powered personalization improves advertising relevance by tailoring content to individual profiles, increasing attention and making ads more likely to be noticed and cognitively processed.	(Babatunde et al., 2024; Gungunawat et al., 2024; Bhargavi, 2024)
P2: Emotional marketing has a positive influence on advertising effectiveness at the affective stage of advertising perception.	According to ABC Model of Attitudes, the affective component, which refers to a consumer's emotional or feeling attachment to a product, usually has a significant influence on customer's decision.	(Le et al., 2024)
P2a: Emotional appeals in advertising have a positive influence on consumers' emotional response to advertising.	Emotional appeals directly evoke affective responses, forming liking and preference toward a brand, as confirmed by the affective component of the ABC Model of Attitudes.	(Gamali & Fernando, 2025; Le et al., 2024)

Continuation of Appendix 3

Continuation of Table 1

Research Propositions	Theoretical Justification	Author(s)
P2b: Storytelling in advertising has a positive influence on consumers' emotional response to advertising.	Emotional storytelling generates positive brand attitudes, fosters trust, and creates deeper emotional connections with the audience.	(Júnior et al., 2022; Kemp et al., 2023; Dave et al., 2025)
P2c: Sensory marketing elements have a positive influence on consumers' emotional response to advertising.	Sensory stimuli influence perception, memory, and emotions, shaping consumer attitudes and satisfaction. By engaging the senses, brands deepen emotional connections and enhance customer experience evaluation.	(Shahid et al., 2022; Xancó-Grau et al., 2025)
P2d: AI-driven personalization has a positive influence on consumers' emotional response to advertising.	Personalized marketing evokes positive emotions by creating a sense of uniqueness and care, enabling brands to deliver emotionally relevant messages at the right moment.	(Kniazieva & Kazanska, 2024; Lv et al., 2024)
P3: Emotional marketing has a positive influence on advertising effectiveness at the conative stage of advertising perception.	According to the Hierarchy of Effects Model, at the conative stage, consumers form intentions and take action, such as making a purchase.	(Wijaya, 2012)
P3a: Emotional appeals in advertising have a positive influence on consumers' purchase intention.	Emotional responses directly stimulate purchase intention by creating positive brand associations and motivating action.	(Pathirana et al., 2023; Singh, 2025)
P3b: Storytelling in advertising has a positive influence on consumers' purchase intention.	Storytelling can strengthen consumer-brand relationships, increase engagement, and ultimately enhance customer loyalty.	(Dave et al., 2025; Mandung, 2024)
P3c: Sensory marketing elements have a positive influence on consumers' purchase intention.	Sensory cues such as music, scent and colour have been shown to influence consumer's purchasing behaviour.	(Santos et al., 2025; Lindblom, 2023; Dong et al., 2025)
P3d: AI-driven personalization has a positive influence on consumers' purchase intention.	AI-powered personalized messages increase purchases by delivering highly relevant product suggestions based on consumer behavior.	(Gungunawat et al., 2024; Babatunde et al., 2024; Phuong et al., 2026)

Survey

The influence of emotional advertising on consumer responses

Hi! 🖐️

This survey explores how emotional advertising influences consumer attention, feelings, and purchase decisions. It takes approximately 10 minutes to complete. All responses are anonymous, and the collected data will be used solely for academic purposes.

Thanks a lot for your help! 😊

1. Age:

- Under 18
- 18-24
- 25-34
- 35-44
- 45+

2. Gender:

- Female
- Male
- Non-binary / Other
- Prefer not to say

3. What is your country of residence?

4. How often do you pay attention to advertisements?

- Always
- Often
- Sometimes
- Rarely
- Never

Cognitive

Please indicate your level of agreement with the following statements:

- 1-Strongly disagree
- 2-Disagree

Continuation of Appendix 4

3-Neutral

4-Agree

5-Strongly agree

5. I find advertisements that focus on emotional moments and memories more attractive than those focusing strictly on technical specifications and price.

6. I pay more attention to ads that make me feel something.

7. I remember emotional advertisements better than informational advertisements.

8. An interesting story in an ad catches my attention even if I don't need the product right now.

9. Visually appealing advertisements attract my attention.

10. Visually appealing advertisements attract my attention.

10. I can recognize certain brands just by specific music or sound in their advertisements.

11. I pay more attention to ads that feel "made for me".

12. How likely is each of the following emotional themes to catch your attention when you see an advertisement?

(1=Not likely at all, 5=Extremely likely)

-Happiness (happy moments)

-Love (relationships, family)

-Humour (funny ads)

-Excitement (action, adventure)

-Fear (risks, avoiding negative outcomes)

-Empathy (helping others, social messages)

-Nostalgia (memories, childhood, past)

13. To what extent do the following elements make you stop scrolling and pay attention to an ad?

(1=Not at all, 5=Very strongly)

Continuation of Appendix 4

-A clear offer (price, discount, product details)

-A funny or emotional story

-Bright visuals and eye-catching design

-A relatable character or situation

Affective

To what extent do you agree with the following statements?

1-Strongly disagree

2-Disagree

3-Neutral

4-Agree

5-Strongly agree

14. I like ads that show emotions (e.g. funny, happy, or touching situations).

15. Ads that evoke emotions create a stronger impression on me.

16. Ads are more interesting to watch when there is a story behind them.

17. I am more likely to watch an advertisement until the end if I can relate to the characters or their emotions.

18. High-quality music and visuals significantly influence how much I like an advertisement.

19. The combination of visuals and sound can make an ad more engaging for me.

20. Ads that feel like they were “made for me” are more interesting.

21. Relevant ads can make me feel interested even when I am not actively looking for a product.

22. How much do the following types of content influence your decision to watch an ad to the end?
(Rate each from 1=Not at all to 5=Strongly influences)

-Detailed product description (Specs, price, utility)

-An interesting story (A plot with characters and a message)

-Strong aesthetic appeal (Cinematography, visual art)

-Personal relatability (Characters who feel like me or share my problems)

Conative

23. Have you ever bought a product because an ad made you feel something (e.g., it was very funny, nostalgic, or touching)?

-Yes, many times

-Yes, once or twice

-No, never

-I don't remember

To what extent do you agree with the following statements?

1-Strongly disagree

2-Disagree

3-Neutral

4-Agree

5-Strongly agree

24. Ads that make me feel something are more likely to make me buy a product than ads that only give information.

25. I would share an emotional ad (e.g., funny or with an exciting story) even if I am not interested in the product.

26. Ads that tell a compelling story increases my desire to buy the advertised product.

27. I am more likely to buy a product if its ad tells a story I can relate to.

28. High-quality visuals and music in an ad increase my desire to buy a product.

29. I am more likely to buy a product when the ad is relevant to me.

Continuation of Appendix 4

30. Which emotional appeal is most likely to trigger an IMMEDIATE purchase for you?

-Happiness (Example: Seeing people enjoy a product makes you want that same feeling).

-Love (Example: Seeing a perfect gift for someone you care about).

-Excitement (Example: An ad for a new tech gadget or trip that feels thrilling).

-Humour (Example: The ad was so funny that you bought the product simply because the brand made you laugh).

-Fear (Example: An ad showing a risk you want to avoid, like a security system or insurance).

-Empathy (Example: Buying a product because the brand helps people in need).

-Nostalgia (Example: Buying a product because it reminds you of something you loved in the past).

