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## Examining the effectiveness of emotional advertising on customer purchase intentions

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### Abstract

Marketers focus a lot on ads and use emotions to promote their products or services to boost sales. This study is aimed to investigate the effects of emotional advertisement (including emotions of joy, love, and excitement) on customers' buying intentions. These days, organizations adopt different types of appeals in their ad campaigns to sway the opinions of consumers and improve the propensity in buying a specific service or good. There are several attractions to improve the attractiveness of an ad significantly.

To fulfill this objective, this study adopts quantitative research approach which includes collection of primary data and numerical findings based on online survey. Statistical data analysis would be conducted using SPSS software to determine purchase intentions of customers. A self-structured questionnaire will be prepared with questions related to demographics, emotions used in advertising and purchase intention (based on 5-point Likert scale). The survey form will be distributed using email among target population, including people who have made buying decisions based on their emotions and consumers who are above 18 years old. To determine the impact, correlation analysis and multiple linear regression would be conducted to test hypotheses.

**Keywords:** Consumer behavior, purchase intentions, emotional advertising, ad campaigns, marketers

### Introduction

Advertising is a significant aspect of marketing mix for any product. Hence, it is important to use successful and opulent appeals for global and national brand advertising for specific types of service or product. Brand recall matters in marketing constantly. Brand recalls are vital at the point of sale as they determine the failure or success of a brand. Organizations are spending more on advertising in this day and age. An advertising is aimed to inform people about their products and build long-term relations with consumers. These days, different marketing tactics are used by PRs and advertisers to capture attention of people (Eibe Sørensen, 2009) <sup>[1]</sup>.

Different methods can be used by marketers to reach their sales target. Without such techniques, knowledge has always been an unavoidable tool to sustain and build a great balance. Emotions affect people in different ways. Using love in promotions to amusement, comedy and joy, all such emotions can capture customer attention and engagement. Emotional advertising can easily trigger emotions among people to make them sad or happy (Rossiter and Bellman, 2012) <sup>[2]</sup>. It is important to make the most of emotions in advertising to impact client's buying behavior and achieve communication goals. Sentiments of gratitude are very important as compared to what is noticed by most marketers. Emotional advertising is defined as the method of advertising that can elicit emotional reaction from consumers (Siddhu, 2021) <sup>[3]</sup>. A statement which enables emotional complaint generates a friendly emotional reaction (Yoo and MacInnis, 2005) <sup>[4]</sup>.

Emotions were known to be a negative factor with minimal effect on buying decisions of consumers. As times passes by, there has been a paradigm shift. Emotional advertising has become an important part of PR activities in today's business. In addition, customer sentiment strongly affects customer acquisition targets (Taylor, 2006) <sup>[5]</sup>. Emotional advertising improves marketing interest, customer attention, and makes customers to rejoice the celebrity details (Edell and Moore, 1996) <sup>[6]</sup>. Hence, consumers integrate promotional messages to make ads popular (Cavanagh and Alvarez, 2004). Emotional ads give a better idea to the consumers from the beginning. Unforgettable ads are the ones building positive relations with brands (Hermeking, 2005) <sup>[8]</sup>.

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### Need for the study

Emotional connections develop before reasoning biases. This study helps finding out the impact of emotions on buying decisions. Emotions are considered as the most effective triggers. Studies related to emotional advertising are mostly based on secondary data. There is a lack of empirical evidence related to its effects on Indian consumers. Hence, this study conducts cross-sectional research to collect primary data.

### Scope of the Study

Since ad appeal is very important to influence buying decisions and shift attitudes, this study has a lot of applications in marketing. This study will be helpful to marketers to understand emotional pain points of consumers and tailoring their offers. This study focuses only on Indian consumers. But results of the study will be comparable to the same from other countries. Only a few advertisers gathered data on different effects of promotions on buying decisions in India. This study will help advertisers to know their relative relevance in terms of target market's perception. Managers can make strategies which are especially tailored for target market.

### Statement of the problem

This study was mainly aimed to empirically test the effects of emotional advertising on buying decisions, while considering the interactions of different types of emotions. This study would be first of its kind for using survey approach to add to the existing body of literature on how different types of emotions have different reactions among consumers. This study will be helpful to the advertisers to know the need for different appeals in terms of several target audiences.

### Literature Review

Vrtana & Krizanova (2023) <sup>[9]</sup> investigated the emotional effect of advertising of "Dove" brand on the intensity and frequency of emotions among consumers. They developed a theoretical framework for conceptual development of emotional appeals in ads as well as their effect on irrational buying behavior. They conducted an online questionnaire with a scale of "subjective emotional habitual well-being (SEHP)" of the "psycho-diagnostic tool" on 417 consumers. The finding suggest that advertising has different effects with emotional appeal on buying behavior of consumers as per their age; (2) with emotional appeal, advertising has more negative effects on consumers than positive effects; and (3) using emotional appeal creates emotional connection in the advertising. It is observed that current trends of emotional advertising can improve irrational and impulsive buying decisions. Hence, consumers are the part of the brand with emotional appeal among them.

KV *et al* (2021) <sup>[10]</sup> investigated the factors affecting the perception of consumers on social media ads and their buying intent. They conducted a survey with "exploratory factor analysis (EFA)" to find out the characteristics which have significantly affected the perception of people on social media ads. The effect of consumer characteristics is investigated using "structural equation modeling (SEM)" on buying intent. It is observed that "attention-grabbing details, creative traits, emotional appeal, and celebrity ads" have impacted the way social media ads were determined. It is observed that elements like "attention-grabbing details, celebrity endorsement, and emotional appeal" significantly

affect purchase intent of consumers.

Ahmed *et al* (2023) <sup>[11]</sup> conducted a study to determine the effect of "green attitude, green customer value (e.g., environmental image and perceived value), and green marketing mix (e.g., product, packaging, price, promotion, and place) on green purchasing intention." It is observed that there is a significant and positive impact of "green customer value, green marketing mix, and attitude" on "green purchase intention" of consumers. It is also concluded that there is a significant influence of "green psychological benefits (mediator) and green advertising (moderator)" on the relationship among "green customer value (environmental image and perceived value), attitude, green marketing mix, and green buying intention."

Dogra and Kaushal (2023) <sup>[12]</sup> determined the effectiveness of "digital financial advertisements (DFA)" in generating buying intentions and favorable consumer attitudes for promoted financial services and products. They conducted an online survey in India among 400 people who watched financial ads on Facebook, YouTube, etc. and received 347 questionnaires in return. They applied SEM with AMOS software to determine the relationship between constructs to validate the proposed model. It is observed that there is a significant impact of 5 antecedents of "digital financial advertisements" on the "perceived ease of use (PEOU) and perceived usefulness (PU).

Yim *et al* (2021) <sup>[13]</sup> investigated two studies adopting psychological construct to identify ideal ways with which ad viewers could generate mental simulation with ads. In first study, they observed that when self-referencing cue is used in advertising, consumers can easily generate mental simulation that caused greater buying intention than the one generated by same ad without self-referencing cue. In second study, the dynamic self-referencing is superior and confirmed to static self-referencing from diverse perspectives of consumer evaluation to reveal the mechanism explaining the serial role of mental simulation and arousal in creating purchase intention.

### Research Objectives

- To study different types of emotions affecting buying decisions of consumers
- To investigate the impact of emotional advertising on purchase decisions of consumers

### Hypothesis

**H1:** There is a significant impact of joy on customer's buying decisions

**H2:** There is a significant impact of love on customer's buying decisions

**H3:** There is a significant impact of excitement on customer's buying decisions

### Research Methodology

#### Data Collection

This quantitative study includes collection of primary data from consumers in different states who belong to middle-class families with monthly income ranging from Rs. 25,000 to Rs. 1,00,000. The age group of these target consumers is from 18 to 50 years. The reason behind choosing these customers is that they are more likely to shop online and offline with their decision-making power. In addition, emotional advertising of well-known and most popular

brands has been used for data collection.

**Sampling method**

A convenience sampling method was used in this study for data collection. The researchers targeted consumers who bought products from brands and who fall under the given criteria of participants. A brief reason was given to the consumers for this survey as per their volunteer role. The questionnaire was distributed using Google Form. Each questionnaire underwent the screening process and researchers have finalized only properly-filled questionnaires for data analysis. The researchers have distributed total 200 questionnaires and collected 184 responses.

**Questionnaire Design**

To know the effects of emotional advertising on buying decisions, close-ended questionnaire was designed and distributed among participants. The participants had to tick the checkboxes as per their demographic profile and opinions using Likert scale. The Likert scale consists of 5 points (from 1 = Strongly Disagree to 5 = Strongly Agree).

**Data Analysis**

For data analysis, SPSS software was used for hypothesis testing. To determine the impact of different emotions on buying decisions, correlation analysis and descriptive

statistics were used to compare how much these emotions affect buying intentions.

**Data Analysis**

**Demographics**

Table 1 consists of demographic profile of respondents in terms of age group, gender, monthly income, education, and frequency of shopping. An online survey was conducted and 184 responses were collected. Out of 184 participants, 106 (58%) participants were female and 78 (42%) participants were male. When it comes to age group, 85 (46%) participants are 26 to 35 years old, 32 (17%) participants are 18 to 25 years old, 49 (27%) participants are 36 to 45 years old, and 18 (10%) participants are 46 to 50 years old.

When it comes to monthly income, 65 (35%) participants were earning less than Rs. 25,000, 75 (41%) participants were earning from Rs. 25,000 to Rs. 50,000, 33 (18%) participants were earning Rs. 50,000 to Rs. 1 lakh, and 11 (6%) participants were earning over 1 lakh. When it comes to education, 13 (7%) participants are diploma holders, 114 (62%) participants are post-graduate, and 57 (31%) participants are undergraduate. When it comes to frequency of shopping, 15 (8%) participants shop every once in a while, 55 (30%) participants shop only once in a month, 17 (9%) participants don't shop until product is damaged, and 97 (53%) participants earn only after 2 to 3 months (Table 1).

**Table 1:** Demographic profile of participants

Variables	Categories	Frequency	Percentage
Gender	Male	78	42%
	Female	106	58%
Age Group	18 to 25 years	32	17%
	26 to 35 years	85	46%
	36 to 45 years	49	27%
	46 to 50 years	18	10%
Monthly Income (INR)	Less than 25,000	65	35%
	25,000 to 50,000	75	41%
	50,000 to 1 lakh	33	18%
	Above 1 lakh	11	6%
Education	Diploma	13	7%
	Postgraduate	114	62%
	Undergraduate	57	31%
Frequency of shopping	Don't shop until product is damaged	17	9%
	Every once in a while	15	8%
	Once in a month	55	30%
	Only after 2 to 3 months	97	53%

**Emotions affecting Customers' Purchase Intentions**

While analyzing the emotion of love, it is observed that loveable ads can attract consumers as all results are positive with Mean value ranging from 3.25 to 3.58, standard error

(SE) from 0.082 to 0.096 and variance from 1.233 to 1.698. Overall, it is observed that emotions of love drive consumer engagement with ads, with varying levels of agreement among participants (Table 2).

**Table 2:** Descriptive Statistics of Love

Emotions of Love	N	Mean		Std. Deviation	Variance
	Statistic	Statistic	Std. Error	Statistic	Statistic
Shopping puts me into good mood due to love towards brand	184	3.58	.096	1.303	1.698
Ads with feelings of love are most remembered	184	3.38	.097	1.321	1.744
Lovable ads make an emotional connection with a brand	184	3.25	.089	1.202	1.445
I only recall and memorize the ads that show affection	184	3.32	.082	1.111	1.233
Valid N (listwise)	184				

Consumers generally agree that joyful ads influence their choices (M = 3.39) with moderate variation in responses (SD = 1.034). When recommending products with positive feelings, consumers strongly suggest the ones making them

feel good about the brand (M = 3.41) with some dispersion in opinions (SD = 1.083). When looking at shopping experience and joyful moments, consumers are more likely to relate their joyful moments to shopping experiences (M =

3.4) with more consistency in responses (SD = 0.997). For joy-related emotions, the mean scores are a bit lower than highest love emotion (3.58%). In comparison to love, joy-related emotions were more uniform. All in all, love tends to

evoke stronger emotional connection and memorability towards a brand, while joy focuses more on happiness (Table 3).

**Table 3:** Descriptive Statistics about Joy

Emotions of Joy	N	Mean		Std. Deviation	Variance
	Statistic	Statistic	Std. Error	Statistic	Statistic
Ads that make me feel happy impact my brand choices	184	3.39	.076	1.034	1.070
I strongly suggest products that make me feel good about the company	184	3.41	.080	1.083	1.173
I can easily relate my joyful moments to my shopping experience	184	3.40	.074	.997	.995
Valid N (listwise)	184				

When it comes to amusement and attraction towards brands, consumers generally feel that they prefer products from brands which are attractive and amusing (M = 3.34) with moderate variation in responses (SD = 0.984). Consumers are especially influenced by exciting offers and special feelings (M = 3.55) with diverse opinions (SD = 1.033).

Consumers slightly feel that their buying decisions are affected by exciting products (M = 3.54) with fairly consistent responses (SD = 1.007). When comparing with love and joy, exciting offers are as good as emotional connections (Table 4).

**Table 4:** Descriptive Statistics about Excitement

Excitement	N	Mean		Std. Deviation	Variance
	Statistic	Statistic	Std. Error	Statistic	Statistic
I choose products from brands that amuse and attract me	184	3.34	.073	.984	.968
I choose products from brands using exciting offers to make me feel special	184	3.55	.076	1.033	1.068
Excitement appeals work for my buying intention	184	3.54	.074	1.007	1.014
Valid N (listwise)	184				

**Impact of Emotional Advertising on Purchase Decisions of Consumers**

When looking at the impact of love on buying behavior, there is a weak negative correlation (p = 0.423). It means H1 is rejected because there is no significant impact of joy on customer’s buying decisions. When looking at the impact of joy, again there is a weak and non-significant correlation (p = 0.149), even though there is a slight positive effect. It means H2 is rejected. When it comes to excitement, there is

near-zero correlation (p = 0.911),” which means excitement doesn’t show any real connection with buying behavior. Since all p-values are above 0.05, none of the correlations are found statistically significant. There is no clear or strong influence of love-joy and excitement on buying behavior in this study. Even though correlation between joy and buying behavior is highest (p = 0.107), it is still weak and insignificant (Table 5).

**Table 5:** Influence of love, joy, and happiness on buying behavior

	Love	Joy	Excitement	Buying Behavior	
Love	Pearson Correlation	1	-.037	.095	-.059
	Sig. (2-tailed)		.617	.197	.423
	N	184	184	184	184
Joy	Pearson Correlation	-.037	1	.024	.107
	Sig. (2-tailed)	.617		.746	.149
	N	184	184	184	184
Excitement	Pearson Correlation	.095	.024	1	-.008
	Sig. (2-tailed)	.197	.746		.911
	N	184	184	184	184
Buying_Behavior	Pearson Correlation	-.059	.107	-.008	1
	Sig. (2-tailed)	.423	.149	.911	
	N	184	184	184	184

**Discussion and Conclusion**

This study explored the influence of emotional advertising including the emotions of love, joy, and excitement on consumer behavior, especially in relation to ad recall, brand choices, and buying decisions. It is observed that there is a weak impact of these emotions in buying behavior, although they are vital in shaping customer decisions. When shopping for their love towards a brand, consumers generally feel a mood upliftment (M = 3.58). Ads with feelings of love evoke emotional connect and they are more likely to be remembered better than joyful ads. There is a weak correlation between love and buying behavior (p = 0.423).

So, love towards a brand is not the only influencing factor that affects buying decisions. Brand choices are affected by ads which induce joyful memories (M = 3.39). Consumers may recommend products that could evoke feel-good emotions (M = 3.41). There is slightly better influence of joy on buying behavior, but it is not statistically significant (p = 0.149). Consumers also prefer brands with attractive and amusing ads (M = 3.34) as exciting offers are very effective to make them feel special. However, there is still no meaningful impact of excitement on buying behavior (0.911). Though excitement can grab the eyeballs, it alone cannot drive buying decisions.

Overall, the feelings of joy, love and excitement play a vital role in engagement, consumer sentiments, and ad recall, but there is limited direct impact on buying behavior. Hence, this study recommends marketers to combine more emotional appeals like brand trust, product quality, and promotions to attract customers and increase their purchase intentions.

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