



Emotional Appeal in Social Advertising on Consumer Attitude and Purchase Intentions

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Abstract. This research investigates the influence of positive emotional appeals in social advertising on customer purchasing behavior, with a specific emphasis on the affective aspect of the ABC attitude model. The research offers a thorough analysis by investigating the influence of emotion, humor, and excitement on customer attitudes towards advertising and subsequent brand assessments. Data was used by SmartPLS to analyse, collected online about 300 Vietnamese respondents. The results indicate that social advertising can enhance consumer attitudes toward brand perceptions and advertising. Enhancing emotion in advertising can increase the engagement between consumers and advertising tactics. Both theoretical and practical implications were discussed.

Keywords: Social advertising, ABC Attitude theory, Purchase intention, SDGs.

1 Introduction

The global advertising landscape is increasingly emphasizing the importance of emotional advertising. Statista has predicted that global advertising spending will reach \$989 billion by 2024, especially for digital advertising and social media Statista [1]. This trend highlights the importance of predicting customer sentiment to increase the effectiveness of advertising, as well as the importance of advertising in marketing activities.

When developing advertising strategies, to increase customer engagement, emphasis should be placed on the emotional level, especially in diverse and competitive markets [2]. Ho Chi Minh City is a major economic hub, so studying the effectiveness of advertising in a major economic hub will create effective engagement with customers here [3]. Therefore, studying the effectiveness of advertising will help brands develop appropriate advertising content strategies.

Previous research has indicated the crucial role of emotional advertising in shaping consumer behavior and purchase decisions [4, 5]. Emotional advertising expressed love, humor, and excitement content that enhance consumers' attitudes toward brands, thereby, improving purchase intentions and fostering brand loyalty [6]. By creating hedonic value, emotional advertising can attract consumers' attention [7]. ABC model of attitude encompasses affect, behavior and cognition that provides a key theoretical background to creative advertising campaigns. In that, affect (emotion) is easy to create

a engagement between brand and consumers [8]. Affect includes both positive and negative sides. Positive side mentions positive feelings and entertainment to the audiences [9]. Meanwhile, negative side mentions fear, worried to the audiences. Depending on different purposes, brands choose a right side to engage with their consumers. By leveraging the affective component of this model, the current study seeks to dissect how positive emotions such as humor and enthusiasm not only shape consumer attitudes towards advertisements but also drive behavioral outcomes like increased purchase intention [10]. This approach allows for a more detailed analysis of the emotional dynamics at play in social marketing, offering insights that can help businesses craft more effective and emotionally resonant advertising strategies.

However, there is lack of research in findings types of positive emotional advertising in social marketing that enhancing the appealings then encouraging consumer behavior [11, 12]. This study provides insightful information for companies looking to improve their marketing tactics in a cutthroat market by examining the ways in which emotions, humor, and excitement impact consumer attitudes toward advertising and brand perceptions.

2 Theoretical background

The ABC Model of Attitudes, which includes affective, behavioral, and cognitive components, offers a complete framework for investigating the evolution of consumer attitudes and their impact on behavior [13, 14]. The affective component, which refers to a consumer's emotional or feeling attachment to a product, typically has a significant influence on opinion development. For example, an individual's taste for chocolate ice cream may stem mostly from pleasant feelings rather than a cognitive evaluation of its flavor [15]. The cognitive side of the object includes thoughts or facts about the item that legitimize or explain these sentiments and behaviors, but the emotional response typically results in linked actions, such as buying the item.

The application of the ABC model in social marketing expressed the key role of emotional appeals influencing consumer behavior. Previous studies have shown the affective emotions advertising encouraging engagement and actions [9, 12]. Nevertheless, there is a deficiency in comprehending the complete impact of good emotional advertising on customer behavior and views. The objective of this study is to investigate the impact of various emotional appeals, such as love, comedy, and excitement, on customer emotions (affective), following purchasing behaviors (behavioral), and brand perceptions (cognitive) [16].

3 Hypotheses

3.1 A Subsection Sample

Advertising often uses love as an emotional tool because it emphasizes important human connections such as friendship, family, and romantic relationships [17]. This appeal draws attention to the emotional value of the ad and fosters a sense of connection that can significantly influence a customer's purchasing decisions [18].

Love can be expressed in a variety of contexts, often evoking admiration and positive emotions in the viewer (Khana, 2016). When there is love, consumers will have a positive feeling towards the ad, which makes them more inclined to want to own the advertised product or service.

Humor is a powerful marketing strategy that can engage viewers and generate interest in the advertised product or service. Humorous advertising is more effective than serious advertising in increasing consumer awareness and preference for a product (Speck, 1987; Weinberger & Gullas, 1992). When consumers feel happy, they become more agreeable, as well as evaluate the ad positively.

Advertising that focuses on excitement and enjoyment is effective in increasing brand awareness and promoting brand recall. By using enthusiasm to engage consumers in actively learning about the special features of a product, advertisers can improve understanding of their message (Khana, 2016). Therefore, it can be inferred that excitement appeals are expected to have a positive impact on the entertainment value of advertising.

Hypothesis 1 (H1): The inclusion of emotional appeals in advertising will enhance the perceived entertainment value of the advertisement. Specifically:

- **H1a:** Love appeals in advertising will positively influence the perceived entertainment value.
- **H1b:** Humor appeals in advertising will positively influence the perceived entertainment value.
- **H1c:** Excitement appeals in advertising will positively influence the perceived entertainment value.

3.2 Entertainment value impacts on Advertising Value

Entertainment value in advertising significantly increases consumer involvement and purchase intention by making the advertisement more interesting and memorable, thus improving brand attitudes and information processing [19]. Entertainment advertising attracts consumers' attention and promotes positive cognitions, which increases the likelihood of purchase. Recent research shows that entertainment value in advertising increases consumer awareness and attitudes toward the brand, leading to increased purchase intention by making the advertisement more memorable and interesting [20]. Advertising that provides entertainment also improves consumers' overall awareness and involvement, which can promote higher purchase intentions as consumers become more invested in the brand [20]. In addition, entertainment value drives effectiveness in social media marketing and aligns with media expectations, thereby further enhancing engagement and conversion rates [21]. Therefore, while entertainment enhances the overall effectiveness of advertising, its impact is also influenced by media-related factors and service experience.

H2: The entertainment value of an advertisement positively influences its perceived advertising value.

3.3 Advertising Value impacts on Attitude towards advertisement

Consumers' views toward the marketer have a substantial impact on the perceived value of advertising. The credibility of the marketer has an impact on customer attitudes [22]. Their research suggests that when consumers have good views towards the advertiser, it increases their perception of the value of the advertising. Ohanian [23] provided evidence to support this theory and developed a scale to measure the impact of celebrity endorsements. The study found that consumers' opinions were positively impacted by the celebrities' perceived attractiveness, intelligence, and dependability, which raised the perceived value of the advertisement.

Huh, Delorme [24] proposed that when consumers regard an advertiser as more credible, they are more likely to view the advertisement as valuable and effective. This is because consumers tend to give more significance to advertisements that come from trustworthy sources. Van-Tien Dao, Nhat Hanh Le [25] conducted a meta-analysis in their research to support the hypothesis that strong advertiser credibility positively affects perceived advertising value as well as advertising effectiveness. Further evidence was presented by [26], who examined the effect of marketing credibility on consumer reactions. Their research showed that people's perceptions of advertising value are greater and more favorable when advertisers are trustworthy. In conclusion, these research show that positive perceptions of advertisers can raise the perceived worth of advertising.

H3: Positive attitudes toward the advertiser will enhance the perceived value of the advertisement.

3.4 Attitude toward advertisement impacts Brand attitude

An individual's tendency to respond either favorably or unfavorably to a brand following exposure to advertising stimuli is referred to as their attitude toward the brand [27]. Studies have shown that attitudes regarding brands and advertising are two different things [28]. In situations when customers are unfamiliar with a brand, their perception of the advertisement frequently forms the foundation for their perception of the brand. This is particularly true when the brand is unknown to the consumer, who is more likely to base their opinion of the brand on how they react to the advertisement [14, 22]. In light of these dynamics, the following theory is put forward:

H4: A positive attitude toward the advertisement will significantly enhance the attitude toward the brand

3.5 Brand attitude impacts on Purchase Intention

A substantial and advantageous correlation between brand attitude and purchase intention [29]. The manner in which brand attitude influences purchase intention is distinct from the relationship between brand attitude and attitude toward advertising [28]. Given the increasing popularity of online shopping, having a positive brand attitude becomes a vital determinant of consumers' intention to make a purchase [30]. Therefore, the subsequent theory is suggested:

H5: Brand attitude significantly and positively influences consumers' purchase intentions toward the advertised product.

4 Research Method

4.1 Data collection method

To explore the effect of emotional advertising on consumer purchasing decisions, an online survey was administered targeting participants in Ho Chi Minh City (HCMC). The recruitment process involved randomly selecting participants via popular social media platforms, including Facebook, Instagram, and Zalo, to ensure a diverse demographic representation. Individuals who expressed interest in participating were provided with a link to a Google Form questionnaire, which was designed to capture their attitudes and behaviors toward emotional advertising and its influence on their purchasing decisions.

To examine the impact of emotional advertising on consumer purchase decisions, we conducted an online survey targeting Ho Chi Minh City (HCMC) residents. Online participants were randomly recruited through popular social media platforms, including Facebook, Instagram, and Zalo, to obtain a representative sample. Those interested in participating were directed to a Google Form questionnaire designed to assess their attitudes and behaviors regarding emotional advertising and its impact on purchase decisions. The questionnaire included a range of questions, from demographic information to detailed questions about respondents' experiences and reactions to emotional advertising. Of the 330 responses collected, we excluded 30 responses, due to incomplete responses or duplicate submissions. The data will be used for analysis.

4.2 Measurement

Likert scale was used to measure the items (1-Strongly disagree, 5-Strongly agree). The scale items were adopted from previous studies and adjusted to fit with the current content. Advertising value, humor, exhilaration, entertainment, and informativeness items were adapted from [31]. Emotion of love items were adapted from [32]. The scale for attitude toward the advertisement was adapted from [33], and the scale for brand attitude was also adapted from the same study. Ultimately, the scale for assessing purchase intention was adapted from [32].

4.3 Data analysis method

In order to evaluate the model, it is crucial to undertake two primary steps: appraising the dependability and accuracy of the scales, and reviewing the connections among the hypotheses in the model [34]. The initial stage is assessing the measurement model by scrutinizing the reliability, convergent validity, and discriminant validity of the constructs inside the model. Subsequently, as recommended by [35], the structural model is assessed using a sequence of procedures: (1) Conducting tests on the route coefficients, (2) calculating the coefficient of determination (R^2), and (3) evaluating the impact magnitude (f^2 value).

5 Data analysis results

5.1 Demographic information

The survey collected 300 valid responses, with 64% female and 90% aged 18-22, in line with the research focus on young consumers. 93.7% were university students in Ho Chi Minh City, with 53.3% currently unemployed and 34% working part-time. Income was at the average level (46% below VND5 million/month, 40% between VND5-10 million/month), indicating that this consumer group spends online thoughtfully. Other information was presented in Table 1.

Table 1. Demographic Information.

Variables	Frq.	(%)	Variables	Frq.	(%)
Age			Education		
18-22	270	90.0	College/Vocational training	6	2.0
23-27	22	7.3	University	281	93.7
28-32	6	2.0	After university	13	4.3
>32	2	0.7	Occupation		
Income			Don't go to work	160	53.3
Under 5 million/month	138	46.0	Part-time job	102	34.0
5-10 million/month	120	40.0	Work full time	38	12.7
From 10-15 million/month	18	6.0	Gender		
Over 15 million/month	24	8.0	Male	108	36.0
			Female	192	64.0

5.2 Measurement model

In order to evaluate the dependability of the variables in this quantitative investigation, the research team first used the following criteria: outer loadings more than 0.5, Cronbach's Alpha greater than 0.7, and Composite Reliability (CR) greater than 0.7 [36]. Nevertheless, to more closely match the precise goals of the study, the team opted to adjust the CR threshold to a number exceeding 0.6. Based on the first analysis utilizing the technique, it was found that two variables, EE3 and GT1, were considered unreliable due to their outer loadings being below 0.6, and they did not match the adjusted reliability criterion. These two factors were then eliminated, and the algorithm analysis was performed again.

Convergent validity of the study variables was also evaluated using the Average Variance Extracted (AVE) method. All variables have AVE values that surpass the threshold of 0.5. In addition, the variables meet the Fornell-Larcker criterion for discriminant validity, since the square root of each variable's average variance extracted (AVE) is higher than its correlations with other variables. Furthermore, all HTMT values in the Heterotrait-Monotrait (HTMT) criteria are below 1, as demonstrated by [34].

5.3 Structural model

The researchers employed the bootstrapping technique, with 5,000 sub-samples, to validate the structural model and assure the precision of the PLS estimates ([36]. The results suggest that the effect linkages are statistically significant, since the P-value is below 0.05. All impact coefficients have a positive value, signifying that the linkages within the model are direct. In order to assess the relative impact of independent factors on a given dependent variable, we conducted a comparison of the absolute values of the coefficients obtained from the original sample. A greater magnitude signifies a more significant influence. According to Table 2, all hypotheses in this model are accepted.

The analysis results show that the independent variables EE, FU, and CT have a minor impact on GT entertainment. However, GT has a significant impact on GQ (0.694), indicating that entertainment strongly influences the perceived value of advertising. TQ variables significantly impact TH variables (0.691), demonstrating that attitudes toward online advertising strongly influence brand attitudes. The value of advertising has a strong influence on attitudes towards online advertising. Furthermore, the TH variable significantly impacts the YD variable (0.732), meaning that attitude toward a brand substantially influences purchase intentions.

Table 2. Hypothesis results.

H0	Relationship	t-values	Result
EE →GT	0.313	4.319	Accepted
FU →GT	0.183	2.727	Accepted
GQ →TQ	0.747	25.223	Accepted
GT →GQ	0.694	17.593	Accepted
TC →GT	0.291	3.790	Accepted
TH →YD	0.732	20.449	Accepted
TQ →TH	0.691	19.928	Accepted

Notes: EE: ; GT: ; FU: ;

6 Conclusion

6.1 Discussion

These findings are consistent with the existing body of literature, providing support and extending previous research. For example, the significant influence of entertainment on advertising value supports [20, 21] focus on the importance of entertainment in improving advertising effectiveness. Furthermore, the consistent findings of [28], Ganesan, Sridhar [33] support the notion that favorable brand sentiment plays an important role in influencing consumer purchase behavior. Furthermore, these discoveries offer fresh perspectives by elucidating the exact impacts of various emotional appeals on the value of advertising and the attitudes of consumers [7, 12]. This study enhances our comprehension of the interaction between emotional and entertaining factors in influencing customer buying decisions.

6.2 Theoretical implications

Aligned with the ABC theory, which examines the impact of emotions, actions, and ideas on attitudes and behaviors, this study's findings offer valuable insights into the theoretical implications of employing emotional advertising to shape customer behavior. The results indicate that using emotional appeals in advertising has a substantial influence on the level of amusement provided by the advertisement. Consequently, this has a beneficial effect on customer perceptions of both the commercial and the brand being endorsed. The observed sequential impact is in line with the ABC model, indicating that emotional engagement (affect) has a substantial influence on customer perceptions and subsequent purchase intentions. The study found that overall impressions of a campaign are significantly influenced by the satisfaction gained from emotional advertising, which in turn influences opinions about the brand and ultimately determines purchase intention. This supports the theory that emotional advertising creates a positive impression of the brand, thereby increasing purchase effectiveness. This result confirms the importance of advertising campaigns to increase consumer purchase motivation by attracting their attention.

6.3 Practical implications

The study highlights the effectiveness of emotional appeals, such as love, laughter, and excitement, to enhance the entertainment value of advertising. Marketers will therefore be able to create more engaging content that engages viewers with positive, fun emotions. In highly competitive markets, this emotional differentiation can provide a distinct competitive advantage.

Furthermore, marketers should focus on creating positive yet authentic advertisements, which will increase the strong personal evaluation between the individual and the brand, thereby increasing purchases due to a strong emotional connection with the brand.

The study also found that increasing entertainment value can increase perceived advertising value, which influences brand awareness and purchase decisions. This in turn increases loyalty and increases conversion rates. Therefore, businesses should prioritize increasing creative advertising tactics that emphasize emotional storytelling.

This is especially important in the digital marketing stage because it creates active user engagement.

6.4 Limitation and future research

The use of online questionnaires distributed through social media platforms in this study may have resulted in sample bias, which may limit the ability to generalize the findings to larger populations that are not actively engaged on these platforms. Furthermore, the use of self-reported data may be affected by biases such as social desirability and recall error, which may reduce the validity of the results. The cross-sectional strategy collects data at a single point in time, limiting the ability to infer causal connections or long-term effects. Finally, the results may be influenced by the cultural environment of Ho Chi Minh City, which may limit their relevance to other areas with distinct socioeconomic or cultural circumstances.

Future research consider longitudinal research designs to track consumers' change in attitudes, behaviors over time, providing insights into the long-term influence of emotional advertising. In addition, conducting experimental designs that manipulate emotional appeals could provide a more understanding of relationship between advertising factors and consumers' reactions. Also, cultural factors should be studied in response to emotional advertising. It can enhance understanding how emotions impact on consumer behavior.

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