

# Power of Emotional Appeal Strategy in advertisements: Does it enhance Brand Awareness through the Mediation of Brand Attitude?

Brand  
Awareness

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## Abstract

Advertising is the most prominent commercial activity within the competitive marketing environment. Emotional appeals; love, happiness, humor, and excitement are resilient, as a method to generate intimacy, develop trust, retain attention, and transport the listener to another world - all of which can lead to certain behavioral reactions to Brand awareness. Therefore, this paper investigates the impact of the emotional appeal strategy in advertisements on brand awareness of FMCG in the Sri Lankan context, which is mediated by advertising attitudes. Data was gathered via an online questionnaire survey from a sample of 384 FMCG consumers and adopted a quantitative approach through the SmartPLS analysis tool. Findings imply that the Emotional Appeal strategy in advertisements affects Brand Awareness through the mediating effect of Advertising Attitude. Consequently, the emotional responses to advertising are vital to the business by representing customers' current emotional states, which in turn reflect advertising attitudes toward the advertised Brand.

**Keywords:** Advertising attitude, Brand awareness, Emotional appeal strategy in advertisements, FMCG.

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## Introduction

Every day, people all throughout the globe are watching and listening to commercials with diverse brand ranges. Thus, understanding effective advertising appeals for specific products/brands is critical for both local and global brand development. In the present competitive environment, advertising has become the most prominent commercial activity, where emotional advertisements are inextricably linked to the emotions of consumers. To provoke a consumer response, an emotional marketing strategy usually taps into a single customer emotion; love, happiness, humor, and excitement appeal. Brand awareness builds a sense of loyalty between customers and advertisers. Advertising is a type of communication that tries to persuade potential customers to buy or consume more of a specific brand of product or service. Advertisements are intended to increase consumption of those products and services by creating and reinforcing brand awareness. To deliver these messages, the advertising industry employs a variety of media formats, including television, radio, cinema, magazines, newspapers, video games, the internet, and billboards. Integrating emotion into marketing and advertising is a proven method to draw in, resonate with, and motivate the target audience to act. Brand memory is always important in advertising, where the success or failure of a brand is determined by brand recall at the point of purchase. Manufacturers who believed more in functional messages than the strength of emotional bonding that advertising may produce for the brand, leading to favorable associations, were thought to be behind the unwavering support for brand recall in early advertising theories.

Scholars have investigated this topic and discovered that in general, liking/preference for an advertisement can lead to the development of a positive attitude toward a company, resulting in increased purchase intention. Brand knowledge occurs first in several types of advertising effectiveness assessment, and this leads to the development of attitude and brand evaluation. Kamran and Siddiqui (2019) highlighted a few crucial difficulties connected to emotional responses to advertising and George and Berry (Walsh 2011) presented a concept in which ad-evoked sensations or "primary emotional reactions" play a prominent role. This performs as a gatekeeper for the processing of brand information. Further investigations led to the significance of evoked emotions in advertising and discovered that ad-induced feelings have a direct impact on attitudes toward the advertised brand and purchase intent, with an indirect influence on consumer attitudes regarding commercials, acting as a mediating factor. According to Wang et al. (2017) different types of executions based on emotion on various copy platforms such as humor, eroticism, fear, and love result in different advertising evoked feelings and differences in the formation of attitude toward the advertisement and brand recognition; and attitude towards the brand.

Advertisement is a form of persuasion, influencing people's ability to change the attitudes of others, where consumers make purchases primarily due to the advertisements, which convey messages about a specific brand/product (Khudri and Farjana 2016). Scholars argued that other than the medium of advertisements, the impact of advertising is primarily determined by the context of the message where the content consists primarily of advertising appeals (Wanninayake and Chovancová 2011). Further distinguishes between three types of appeals: rational appeals, emotional appeals, and moral appeals. When it comes to how a brand can strengthen its

relationship with its customers, and how can sustain brand engagement while increasing brand awareness through emotional marketing strategy, a new, distinctive, and creative method of interacting with consumers is necessary to engage. Creating and managing emotional relationships with consumers through brand management or branding is vital; however, the focus of branding has shifted away from logos and visual identities to the global environment, which includes the connection between a company and its consumers.

### ***Problem Statement***

The content of the advertisement mainly consists of advertising appeals where scholars (Wanninayake and Chovancová 2011) distinguish three types of appeals: Advertisers have used a variety of emotional appeals in the past to analyze changes in consumer attitudes and persuade them to buy more of the brand. This paper identifies emotional appeal strategy in advertisements and brand awareness of love, happiness, humor, and excitement appeals. Moreover, the paper caters to fill the gap in the literature regarding the emotional appeal strategy in advertisements on brand awareness mediated by advertising attitude. Outcomes would be beneficial to develop a comprehensive understanding and application of emotional appeals in developing brand awareness in various contexts.

### ***Research Questions***

RQ1: What is the impact of emotional appeal strategy in advertisements and brand awareness of FMCG products in Sri Lanka?

RQ2: What is the impact of the emotional appeal strategy in advertisements, which is mediated by advertising attitudes towards the brand awareness of FMCG products in Sri Lanka?

The research objectives were formulated to address the gap in the existing literature;

RO1: To investigate the impact of emotional appeal strategy in advertisements and brand awareness of FMCG products in Sri Lanka.

RO2: To investigate the impact of the emotional appeal strategy in advertisements which is mediated by advertising attitudes toward the brand awareness of FMCG products in Sri Lanka?

The paper focuses on emotional appeal as an important tool for Brand awareness as the outcomes would with a comprehensive understanding and application of emotional appeals in various contexts.

### ***Literature Review***

Advertisements are any paid type of non-personal presentation and promotion of ideas, commodities, or services by an acknowledged sponsor with the ability to reach geographically distant consumers (Vrtana et al. 2020). Advertising can help a product develop a long-term image or generate immediate sales, whereas certain forms of advertising (Television etc) necessitate significant expenditures, whilst others, (newspaper/social media), do not. The mere presence of

an advertisement has the potential to influence sales hence the most trusted brands were widely advertised (Wanninayake 2019).

### ***Emotional Appeal Strategy in Advertisements***

Advertising has created two main message appeal tactics to provide the benefits that consumer's desire from advertisements: rational (or functional) and emotional appeals (Albers-Miller and Stafford 1999). Rational appeal, according to Stafford and Day (Long Yi 2011), is a simple presentation of factual information that is characterized by objectivity. Emotional appeal, on the other hand, is linked to emotions and experiences like adventure, terror, romance, and social standing (Matthes, Wonneberger, and Schmuck 2014). Accordingly (Johar and Sirgy, 1991), rational appeal frequently focuses on the product's utilitarian benefits. Messages demonstrating a product's better quality, economy, value, performance, and reliability are examples. Emotional appeals aim to elicit either positive or negative feelings (e.g., love, pride, humor, and joy) in order to motivate a purchase. Emotional appeal Advertising is a commercial strategy that elicits emotional responses from customers, while raise the brand knowledge and liking and entails forging an emotional bond between the brand and the target audience. Instead of rational thought, advertisers employ pathos to persuade their target audience to act, such as purchasing a product or becoming aware of a brand. When an advertisement is trying to persuade a younger audience, emotional appeal is more effective than informational appeal, especially in the early phases of the process (Vrtana et al. 2020). Consumers' fundamental demands for excitement, personal expression, social approbation, and self-esteem are frequently addressed via emotional benefits. If marketers' goals are to induce information search intention, bring the brand into the evoked set, or impact customer purchase intention, informational appeal should be favored above emotional appeal as they deal with more mature target audiences (Herjanto, Gaur, and Yap 2016). Advertisement efficacy is judged in terms of people's unconscious emotional reactions, according to cognitive-emotional neuroscience. A mix of metrics that capture both basic emotions and individual involvement is used to objectively identify whether a spot creates high levels of advertisement in terms of attention, engagement, valence, and joy, used to record and analyze facial expressions. Goldberg and Gorn (Majeed, Lu, and Usman 2017) are among the first to identify an informational-emotional divide: "objective appeals" that appeal to the receiver's rationality. Feeling advertisements are defined as commercials that use music or drama to create an atmosphere and appeal to emotions. In this sense, informational appeals refer to the display of objective and explicit product attributes to persuade customers by appealing to their rationality, and hence primarily focus on cognitive responses.

### ***Love Appeal***

Love appeal is a type of advertisement that highlights a happy /emotional bond between two people, whether in the form of a friendship, a family relationship, or a romantic relationship. The emotion of love can draw viewers' attention, elicit pleasant feelings, increase brand liking, and foster a positive relationship with the brand (Jan 2021) , which has proven the vast influential power on buying behavior (Kamran and Siddiqui 2019). Love Appeal is one of approximately twenty advertising techniques used by marketers to persuade customers to buy a product, pay for a service, donate to a cause etc. Khanna (Ul Zia 2016) where the Romance Appeal focuses on relationships between two people (rather than physical or sexual qualities), implying that

purchasing or using a product or service will improve the romance and relationship of the couple depicted. Love Appeal works best when you depict a relationship progressively growing with the use of the product. Love Appeal is extremely effective when the product advertising has a direct association with perceived attractiveness or attractive attributes; intelligence, aptitude, kindness, health, etc.. (Kamran and Siddiqui 2019).

### ***Happiness Appeal***

Happiness appeal provides positive signals conveyed through characters with smiling or laughing faces, as well as visuals and depictions of pleasant and happy scenes and a method of connecting with people and generating loyal customers. Basically by showcasing a theme that touches the hearts of customers and fosters positive responses- generates happy customers, aids in the retention of brand memories, and encourages them to purchase (Kamran and Siddiqui 2019). Different images comprising a broad variety of factors, such as facial expressions (smiles), laughter, bright colors, nature, holidays, summer days, friendship, love, and so on, produce pleasure and emotion. Furthermore, pleasure can have a significant impact on decision-making (Wanninayake 2019) and is more effective than rational appeals in influencing consumer buying intention which educates the consumer that happiness can be purchased (Herjanto, Gaur, and Yap 2016).

### ***Humor Appeal***

Humor appeal is one of the most effective advertising strategies for breaking through clutter, and capturing and retaining viewers' attention. People respond to various sorts of humor in different ways, as such truly amusing, or find insulting where the humor necessitates originality and creativity. A popular comedy commercial, (Clow and (Kamran and Siddiqui 2019), contains three elements: product qualities, a customer's benefit, or the personal value derived from the product. When viewers' attitudes and convictions about the product could be influenced by a humorous appeal and purchase intent being positively associated with perceived humor (Long Yi 2011; Sari, Winton, and Trebilcock 2015), comedy has a favorable effect on customers' purchase intention. Comedy is particularly effective in shifting consumers' minds towards a specific product, when the product, service, or idea being marketed isn't very contentious and the goal is to build goodwill, the humor appeal is especially effective Mehmood and Masood (Ul Zia 2016).

### ***Excitement Appeal***

Using a person's excitement as a selling point would persuade consumers to believe that the excitement, action, entertainment, and sense of adventure would be boosted with purchase/consumption. Excitement Appeal is frequently employed as an emotional marketing strategy in youth target markets where, is an enthusiastic condition or circumstance Maslow (Kamran and Siddiqui 2019). Furthermore, Muhamad Fazil (Hamid et al. 2012), thrilling, cool, awesome, imaginative, original, up-to-date, independent, and current are some of the associative terms that aid in describing enthusiasm. Enthusiasm has a significant relationship with brand loyalty (Ab Hamid, Sami, and Mohmad Sidek 2017) and an advertisement's thrill appeal might inspire buyers to acquire a brand's goods in order to experience something unusual and stimulating (Kamran and Siddiqui 2019).

## ***Brand Awareness***

Brand awareness refers to the degree to which a brand is recognized, accepted, and remembered by consumers (Percy and Rossiter 1992; Hamid et al. 2012) and the ability of a potential consumer to recognize or recall that a brand belongs to a specific product category (Drumond 2017), or the crowd power in consumers' memories, which reflects their capacity to remember or recognize a brand in a variety of situations (Gill and Dawra 2010). Further, diagnosis is the buyer's capacity to recognize a brand within a category (BİLGİN 2018) or memorability. Brand awareness does not necessitate brand recall when a brand is recognized at the point of purchase and Brand recall and brand recognition are two different types of brand awareness.

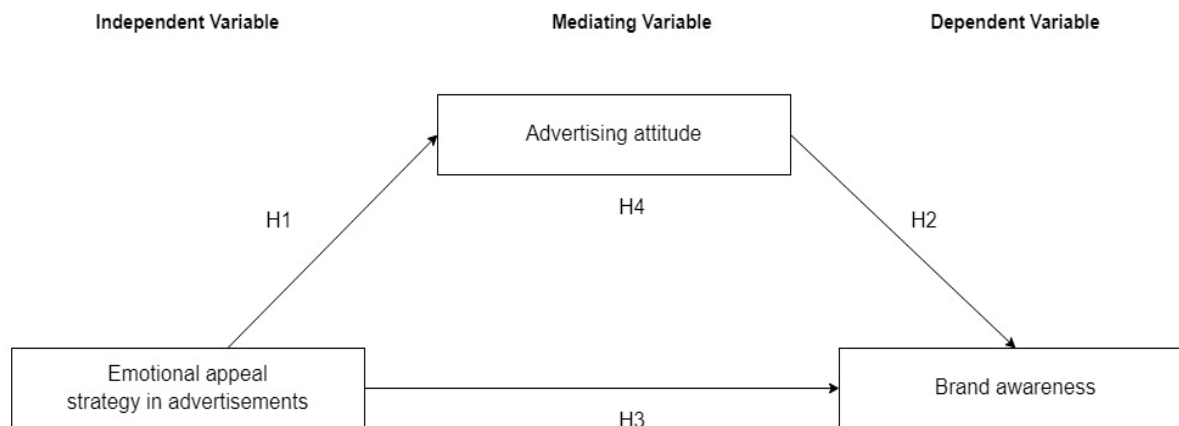
When a consumer is aware of a product's popularity, that brand awareness aids the focal price in competing favorably with alternative prices or the internal reference price, and a brand name that is unfamiliar to the consumer, is likely to reduce the focal price's comparability to alternative prices, resulting in a negative correlation with the internal reference price (Drumond 2017). Furthermore, customers generate equivalent views of quality based on their impressions of brand popularity and brand class, which influence opinions of price fairness where they spend less time and risk searching for the goods due to brand awareness (Thompson, Rindfleisch, and Arsel 2006). According to Aaker (1996), there are four stages of brand awareness: brand recognition, brand recall, top-of-mind brand, and dominating brand. When a new product line is presented, brand recognition is related to customer familiarity with the brand, but brand recall is associated with the initial thought the consumer has about the brand (Khudri and Farjana 2016). In that sense, where the first brand that comes to mind in a product category would be the most well-known brand in that sector (Percy and Rossiter 1992).

## ***Advertising Attitude***

Advertising appeal (Ashill and Yavas 2005) is the attempt at creativity that stimulates consumer purchasing impulses and influences consumer attitudes toward a specific product, where the concept of advertising attitude; favorable or unfavorable, can be described as a predisposition to react positively or negatively to specific advertising stimuli during a specific exposure period (Vasickova 2014). Attitude toward advertising is an essential concept that may be used to predict how people will react to various ads where the marketer's ability to influence consumer sentiments is both a challenge and a benefit. One form of judgment on how an individual wants to purchase a given brand is the purchase intention which is measured by considering buying a brand, expecting to buy a brand, and attitude toward advertising (Matthes, Wonneberger, and Schmuck 2014). From the standpoint of the advertiser, each directed ad serves as a brand builder since it contains particular elements (e.g., a symbol/icon or a brand name) that contribute to brand recognition. An ad may not stimulate additional action from a customer if it is not regarded to be relevant to his or her current needs, yet the ad's distinctive attributes may result in brand building. In the latter situation, brand awareness among customers may rise without necessarily being linked to a good brand attitude (Akbari 2015). Advertisements that include more particular information that corresponds to customers' purchase scenarios are more likely to be processed and result in a proactive response (Wang et al. 2017) which signals a positive outcome.

## Conceptual Framework and Hypothesis

The Conceptual framework has been developed through Emotional appeal strategy in advertisement adoption on Brand awareness and mediated by Advertising attitude through the comprehensive literature review.



**Figure 1: Conceptual Framework**

### *Hypothesis Developed*

Hypothesis 1: Association between emotional appeal strategy in advertisements and advertising attitude of FMCG.

Hypothesis 2: Association between Advertising attitude and Brand awareness of FMCG  
Hypothesis 3: Association between emotional appeal strategy in advertisements and brand awareness of FMCG.

Hypothesis 4: Association between Emotional appeal strategy in advertisements on brand awareness of FMCG mediated by the advertising attitudes.

## Research Methods

### *Research Approach and Design*

The descriptive research design is defined as a research method that explains the characteristics of the population being researched where the design is always more concerned with the what of the research subject than with the why of the research subject (Gupta and Pirsch 2006). Paper adopts the quantitative approach with primary data with advanced analytical tools where the primary goal is to explain the cause and effect relationship between variables.

The concerned population is households which were located in the Colombo district- the Capital City of Sri Lanka due to the largest number of households in the country (Department of Census and Statistics, 2021). A sample of 384 FMCG consumers was chosen by adopting the Morgan table (Krejcie and Morgan 1970). Sampling procedures are a set of approaches used to reduce the amount of data that must be collected by taking into account all possible aspects or situations (Foti et al. 2014) where the non-probability sampling is employed when the population

is unknown and it is impractical to engage each member of the population in the data collection (Krejcie and Morgan 1970). Thus, the purposive sampling technique was adopted due to the unknown population. Primary data was acquired directly from FMCG customers by adopting a structured questionnaire by conducting a survey.

The paper adopts a quantitative investigation into the impact of the Emotional Appeal strategy in advertisements on Brand Awareness, with Advertising Attitude serving as a mediator, with both descriptive and inferential statistics as quantitative analysis techniques for interpretation. The main analysis was conducted through SmartPLS software and the reliability and validity tests were conducted.

### ***Structural Equation Modeling***

The main objectives are the study is to investigate the impact of the emotional appeal strategy in advertisements on brand awareness of FMCG which is mediated by advertising attitudes.

For these purposes, the Structural Equation Modeling approach was used. In structural equation modelling, the Partial Least Squares approach modelling technique was used to represent all of the responses. The suggested model was tested using the Partial Least Square route modelling approach (Hair et al., 2014). The proposed model was tested using the Smart PLS tool. When compared to the covariance-based structural equation technique, this approach avoids the estimation and identification issues in Partial Least Square. Similarly, the approach lends itself better to the development of new theories, the expansion of existing theories, and the application of predictive models. As a result of that Partial Least Square Structural Equation Modelling is preferable for the proposed model.

### ***Reliability and Validity Test***

The internal consistency of the constructs is assessed by reliability. Reliability is defined as the extent to which a measuring instrument is stable and consistent (Duarte, Raposo, and Ferraz 2013). The acceptable composite reliability level is also greater than 0.6. (Ab Hamid, Sami, and Mohmad Sidek 2017) where the reliability of the questionnaire was tested using the Cronbach's alpha reliability test. Construct validity (Ab Hamid, Sami, and Mohmad Sidek 2017), is the degree to which a construct in the study measures the concept it is intended to measure. Construct validity is used to evaluate two types of validity: convergent and discriminant validity. Average Variance Extracted (AVE) was used to assess the convergent validity of the indicators, with AVE greater than 0.5 indicating acceptable validity. The ability of a variable to measure what it is designed to measure is explained by the validity of the research. To establish statistical convergent validity, AE statistics calculated based on factor loading are used, and all of the AVE loadings are greater than 0.5, indicating that the scales are convergent.

**Table 1: Reliability and Validity of the Data**

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
AA	0.828	0.879	0.592



BA	0.903	0.928	0.721
EASA	0.962	0.966	0.637

Source: Authors' estimation

As a result of the above table, the alpha values of all constructions are greater than 0.5 and the composite reliability is greater than 0.7, so the internal compatibility between them is at an acceptable level. Furthermore, a measurement model has an acceptable level of convergent validity because the AVE values are greater than 0.5, later discriminant validity was assessed (Table 2).

**Table 2:** Discriminant Validity – Fornell & Larcker Criterion

Variable	AA	BA	EASA
AA	0.77	-	-
BA	0.702	0.865	-
EASA	0.728	0.849	0.798

Source: Authors' estimation

As shown in the results all values are well below the required conservative threshold, indicating the discriminant validity is established.

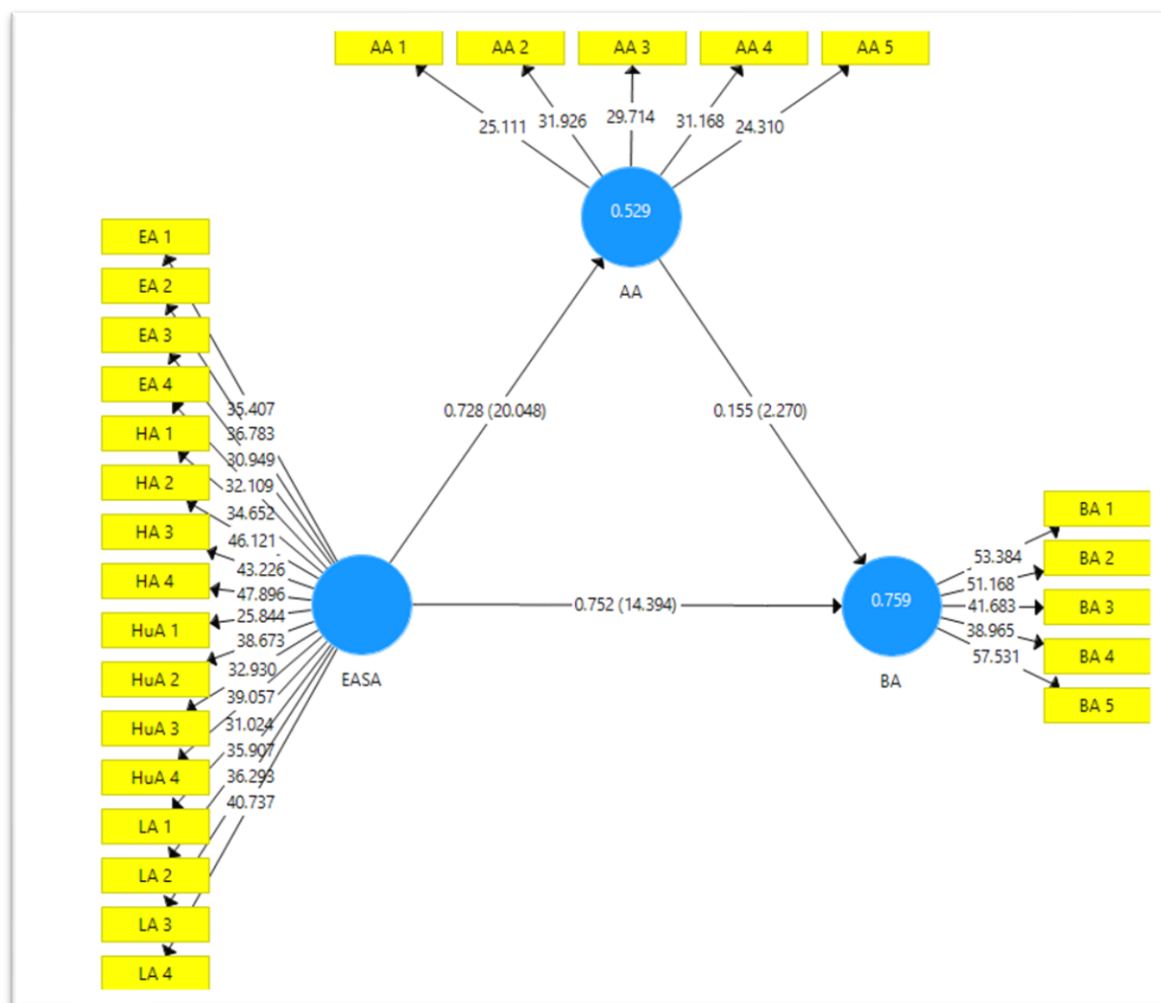
### Structural Equation Model Analysis

The structural model displays the relationships (paths) between the constructs in the proposed study model.

#### *Coefficient of Determination (R<sup>2</sup>)*

The predictive capability of the generated structural model can be improved with a higher R<sup>2</sup> value. Thus, the SmartPLS algorithm function and the statistical values of t were obtained using the SmartPLS bootstrapping function.

The R<sup>2</sup> value of the model explains the percentage of the total variance of the dependent variable that is explained by the independent variable/mediator variable (goodness of fit). The structural equation model evaluates by the coefficient of determination (R<sup>2</sup>) of endogenous variables and accordingly, Partial Least Square algorithm output concerning, the present model explains 86.0 percent and 72.0 percent variance of change of brand awareness (DV) and advertising attitude (MV). According to the findings, the proposed model explains the percentage of the total variance of Brand Awareness (BA) and Advertising Attitude (AA) is at a moderate level ( $0.50 \leq R^2 < 0.75$  – Moderate).



**Figure 1:** Path Coefficients - Structural Model

Source: Smart PLS output, Field Survey 2022 (reflective to reflective model)

**Table 3:** Result of the Structural Model (R2)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
EASA -> BA	0.865	0.865	0.025	34.112	0.000
EASA-> BA -> AA	0.565	0.565	0.048	11.863	0.000

Source: Smart PLS output, Field survey 2022

### ***Path Analysis Model***

PLS iterative bootstrapping has been implemented with 5000 subsamples to 346 cases for additional evaluation of the model and results of the Partial Least Square algorithm and bootstrapping results for the proposed model. The relationship between the Independent variable, Dependent Variable and Mediator Variable was then investigated using the SmartPLS 3.2.6 software algorithm output, and statistics generated via the Bootstrapping feature were used to estimate the relevant size for all paths. Here, the corresponding degree of each correlation was

calculated based on t statistical performance. Table 4 lists the path variables, the measured t-statistics, and the level of significance for all theoretical paths. The approval or dismissal of the proposed assumptions was thus determined on the basis of the route evaluation results. According to the findings, all hypotheses were accepted.

**Table 4:** Evaluation of Path Coefficients

Hypothesis	Path	Path Coefficient	t- Value	P- Value	Decision
Hypothesis 1	EASA -> AA	0.728	19.642	0.000	Accepted
Hypothesis 2	BA -> AA	0.704	14.761	0.000	Accepted
Hypothesis 3	EASA -> BA	0.865	34.112	0.000	Accepted
Hypothesis 4	EASA-> BA -> AA	0.565	11.683	0.000	Accepted

Source: Smart PLS output, Field Survey 2022

### ***Latent Variable Correlations***

In addition, Latent Variable Correlations analysis were conducted to test the positive relationship of emotional appeal strategy in advertisements (IV), brand awareness (DV), and advertising attitude (MV).

**Table 5:** Latent Variable Correlations

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
EASA -> BA	0.865	0.865	0.025	34.112	0
EASA-> BA -> AA	0.565	0.565	0.048	11.863	0

Sources: Smart PLS output, Field Survey 2022

Output of the Latent Variable Correlations analysis of the proposed model (Table 5) indicates  $\beta$  value of constant was 0.865 and 0.565 and the T value was 34.112 and 11.863. When the emotional appeal strategy in advertisements was increased by one unit, brand awareness increased by 0.865 times, and, the second relations, brand awareness and advertising attitude increased by 0.565 times. Finally, it can be interpreted as there is a significant positive relationship between emotional appeal strategy in advertisement, brand awareness and advertising attitude in the impact of FMCG (P-value <0.05).

### ***Blindfolding and Predictive Relevance of the Model (Q2)***

Predictive relevance needs to be assessed in order to evaluate the predictive relevance that predicts the data pointing toward indicators in reflective measurement models of endogenous constructs and endogenous single-item constructs (Hair et al. 2014). The general criteria to measure the predictive relevance of Q2 in the structural model must be greater than zero. That indicates the path model predictive relevance for the particular construct is substantial. Poor

predictive relevance for endogenous latent variables represent by zero or less than zero Q2 values (Hair et al. 2014). The calculation of Q2 values for the proposed model by using the blindfolding tools of SmartPLS is depicted in Table 6.

**Table 6:** Predictive Relevance of the Model

Variable	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
AA	1870	1301.714	0.304
BA	1870	857.648	0.541
EASA	5984	5984	-

Source: Analyzed from Smart PLS

Consequently, Q2 values of AA, BA, and EASA endogenous latent variables are greater than zero. The general criteria regarding the Q2 value ensured the predictive relevance of the model for three constructs of Brand Awareness (BA) and Advertising Attitude (AA) and Emotional appeal Strategy in Advertisements (EASA) due to Q2 of BA= 0.541.

Therefore the findings lead to the theoretically sound model results with the strong bond between the variables; emotional appeal strategy in advertisements (IV), brand awareness (DV), and advertising attitude (MV) by accepting all hypotheses.

## Conclusion

Advertising has become one of the most important commercial activities in the modern competitive environment where emotional advertisements are deeply interconnected to consumer's emotional feelings. To provoke a consumer response, an emotional appeal marketing strategy usually taps into a single customer emotion, love, happiness, humor, and excitement appeal where Brand awareness builds a sense of loyalty between customer and advertiser. In line with the Research objectives (RO), RO-1 was to explore the impact of emotional appeal strategy in advertisements and brand awareness of the FMCG and accordingly, a strong positive impact (+0.865) was identified. Further, accordingly with RO-2, a significant positive influence (+0.565) from emotional appeal strategy in advertisement on brand awareness mediated by advertising attitude was identified which suggests a strong mediation between the variables. These significant findings are in accordance with the theoretical framework as suggested by scholars (Percy and Rossiter 1992; Hamid et al. 2012; Drumond 2017). Therefore study findings are aligned with the theoretical and empirical findings of the scholars.

## Managerial Implications

This study may lead to identifying the knowledge gap as a limited study observed regarding emotional appeal strategy in advertisements and brand awareness regarding love, happiness, humor, and excitement. Further, this may lead to identifying empirical gaps within the Sri Lankan context. More importantly, emotional responses reflect an awareness of brands' undisclosed desires and wants, providing an opportunity to understand and fulfill these desires and wants.

- Provide signals to the marketers on the vital role of the emotional appeal strategy: Love, Happiness, humor, and excitement; for advertisements to enhance Brand awareness.
- Identify the new target markets with demographic segments with emotional appeal.
- Creativity enhancements and novelties within the advertising strategy development specially catering to the emotional appeal.
- Digital marketing platforms, social media, and content creation based on consumer emotions to enhance the Brand Awareness.

### ***Future Research Directions***

Qualitative studies based on emotional appeal strategy is proposed in different industry sectors. This research model can be modified and retested empirically within various industrial sectors, which are more diverse, and qualitative research approach could be tested. Further, comparative analysis between diverse markets could be suggested.

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