

Exploring Emotional Triggers in Advertising: A Study of Consumer Buying Behavior in Kathmandu Valley

Sandeep Sharma¹, Devid Kumar Basyal², Purnima Lawaju^{2*}, Abhishek Thakur¹, Anil Bhandari¹, Udaya Raj Paudel²

Article Type: Research Article

¹Quest International College, Pokhara University, Gwarko, Lalitpur, Nepal

²Quest Research Management Cell, Quest International College, Pokhara University, Gwarko, Lalitpur, Nepal

Received: 04 February 2024; Accepted: 08 May 2024; Published: 30 September 2024

*Corresponding email: purnimalawaju11@gmail.com ISSN: 2976-1204 (Print), 2976 – 131X (Online)

Copyright © 2024 by authors and Interdisciplinary Journal of Innovation in Nepalese Academia. The articles in IDJINA are licensed under a Creative Commons Attribution-Noncommercial-No Derivatives 4.0 International License. This license allows reusers to copy and distribute the material in any medium or format in unadapted form only, for non-commercial purposes only, and only so long as attribution is given to the creator.



Abstract

This study aims to analyze the impact of emotional advertising on consumer buying behavior in Kathmandu Valley. An explanatory research approach is used for the study, employing convenience sampling under the non-probability sampling technique. To gather information from 412 respondents, structured questions and the KOBO toolbox are used. For data analysis, both descriptive and inferential analyses are employed. Findings reveal that emotions such as happiness, excitement, and humor are powerful tools in advertising. They help build trust, shape consumer perceptions, and influence buying behavior. However, challenges such as the gap between promises and delivery and the lack of creativity can hinder the effectiveness of emotional ads. To overcome these challenges, realistic advertisements that showcase the product accurately and creative approaches should be utilized to create a stronger impact on consumers' purchasing decisions.

Keywords: Consumer buying behavior, emotional advertising, Kathmandu Valley, partial least squares structural equation modeling, trust

Introduction

Advertising is a tool and a vehicle for capturing the goals, feelings, dreams, and attention of consumers (Ameen, 2022). Its strategic application informs, persuades, and reminds consumers about products, playing a pivotal role across various stages of the product life cycle (Madhavan, 2019). In today's competitive business landscape, substantial investments in advertising aim to maintain brand awareness and foster enduring consumer relationships, employing various strategies to outshine competitors (Mishra, 2023). Various emotions have varied effects on people that could be from love, humor, happiness, and excitement emotions in advertisement where these emotions have the potential to attract customer attentions (Ry-tel, 2016).

Emotional appeals in advertising, recognized for their impact on consumers' decision-making processes (Machleit & Eroglu, 1980) in turn, influence shopping behaviors and outcomes. This article broadens our understanding of emotions within the shopping context in two ways. First, it provides a descriptive account of emotions consumers feel across a variety of shopping environments. Second, it empirically compares the three emotion measures most frequently used in marketing to determine which best captures the various emotions shoppers experience. The results indicate that the broad range of emotions felt in the shopping context vary considerably across different retail environments. They also show that the Izard (Izard, C. E.: Human Emotions, Plenum, New York. 1977, are defined by Barrena et al. (2017) as a strategic approach to elicit emotional responses from consumers, shaping brand recall and influencing purchasing decisions (Khuong & Tram, 2017). Emotional appeals aim to arouse either unfavorable or favorable feelings that will spur purchasing. The evolving perception of emotions in advertising from being initially disregarded to becoming a crucial element in modern marketing is underlined by Park and Kim (2008) as it highlights their significance in consumer buying intent (Sharma et al., 2022) the relationship among eco-innovation, general pro-social attitude, generativity, environmental concern, purchasing intentions and buying environmentally friendly products and the differences of the relationship between high and low emotional loyalty and Generation Y and Z were investigated via structural equation modelling (SEM. Kim and Sullivan (2019) describe emotional branding as a strategy influencing consumers' affective states and fostering brand loyalty. Nepal's experience of changes in trade, business, and consumer preferences highlights the significant impact of emotional marketing appeals on consumer behavior (Manandhar, 2018).

Despite the widespread use of emotional advertising, understanding its specific impact on consumer behavior remains a complex challenge. Consumers, exposed to a plethora of marketing messages, face difficulties in decision-making (Groening et al., 2018) to counteract consumer prioritization of self-interest and focus on the short-term vs. long-term. This study aims to address this gap by evaluating emotional appeals and identifying the most impactful appeal influencing consumers' purchasing decisions. Specific emotional markers, such as excitement and happiness, have been identified as significant influencers of purchasing decisions, particularly among teenagers (Sangroya & Nayak, 2017). Gender differences further complicate the impact of emotional appeals, with emotional appeal having a greater influ-

ence on women's buying intentions compared to rational appeal, while the opposite holds true for men (Padole, 2021). Positive emotions, elicited by effective emotional appeals, play a crucial role in altering consumers' perceptions of advertising and the brand itself (Khuong & Tram, 2017). Bhakat and Muruganantham (2013) have discovered that such emotional appeals cause viewers to react favorably when applied to service industries like hotels. With little distinction, emotional appeals can be utilized to sell products and brands. To boost the impact of commercials, researchers and marketers must incorporate more emotional appeals in their messaging (Kao & Du, 2020).

One example of emotional advertisement is Ncell, one of the leading telecom companies in Nepal, launched an emotional campaign called "Mero Aakash" to highlight the importance of communication and staying connected with loved ones. The advertisement depicts a young girl using Ncell's services to stay in touch with her father who works abroad. It tugs at the heartstrings by showcasing the longing and love within a family separated by distance, emphasizing the role of Ncell in bridging that gap. Similarly, Nepal life insurance company created an emotional campaign to stress the importance of life insurance and securing the future of one's family. The advertisement tells a touching story of a family's journey through life, underscored by the security provided by the insurance policy. The focus is on the emotional reassurance that comes with being prepared for unforeseen events.

Emotional advertising has proven to be more effective in the Kathmandu Valley compared to straightforward, informational advertisements. For instance, Ncell, a leading telecom company in Nepal, launched a heartfelt campaign called "Mero Aakash" (My Sky) to emphasize the importance of communication and staying connected with loved ones. The advertisement depicts a young girl using Ncell's services to stay in touch with her father who works abroad, pulling at the heartstrings by showcasing the longing and love within a family separated by distance. This emotional connection highlights Ncell's role in bridging that gap, making the advertisement resonate deeply with the audience. This effectiveness of emotional advertising aligns with findings from various studies. For example, Ho and Hung (2008) revealed that emotional engagement, which contributes to a brand's reputation and perceived quality, is crucial in influencing customer satisfaction. On the other hand, straightforward informational advertisements, which typically focus on product features or technical specifications without connecting on an emotional level, tend to be less effective in Kathmandu Valley. Although they provide necessary information, they do not create the same lasting impact or emotional connection. This is akin to the findings of Furnham and Goh (2014), who concluded that simply providing information is not sufficient; emotional and quality engagements are crucial. Furthermore, Pokhrel et al. (2016) found that recommendations made by friends were the most important influencing factor for admission at the BBA and MBA levels, with word of mouth from family, relatives, college websites, and newspaper advertisements also being effective. This highlights the importance of personal and emotional connections in decision-making processes, reinforcing the effectiveness of emotional advertising.

Many studies have primarily focused on qualitative factors and specific demographic samples, revealing a cultural barrier. Groening et al. (2018) suggest a need for further exploration into how emotional appeals influence consumers' attitudes across diverse businesses. Despite

the profound impact of emotions on individuals, the characteristics of emotional advertising remain largely unexplored in existing studies. Hence, this research seeks to unravel the impact of emotional advertising on consumer buying behavior in Kathmandu valley. Moreover, this study also tries to identify the major challenges of emotional advertising, and identifying managerial solutions to enhance emotional advertising in Kathmandu valley. The study aspires to provide valuable insights into the unique market environment, benefiting marketers, policymakers, and academicians alike.

Literature Review

Theoretical Framework and Hypothesis Formulation

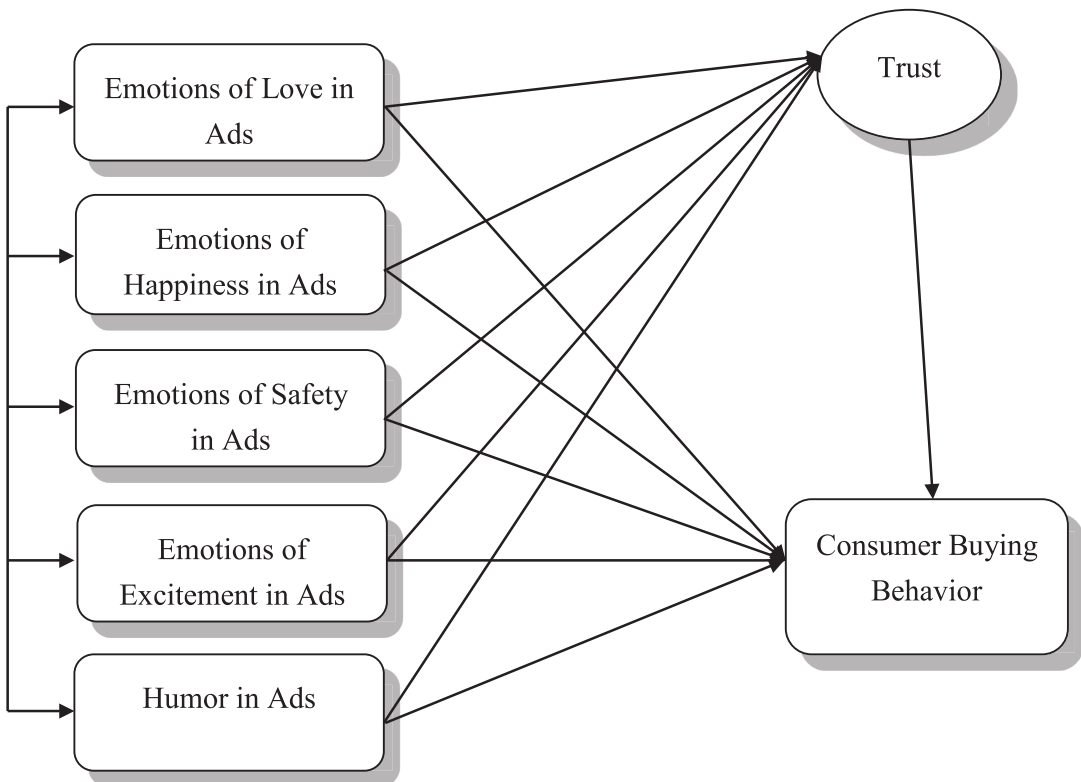
This study has reviewed several theories such as conditional reflection theory by (Borawska et al., 2020), theory of planned behavior by (Ajzen, 1991), self-perception theory by (Chalise et al., 2007), theory of emotion by (Consoli, 2010), cognitive appraisal theory by (Watson & Spence, 2007). Conditional reflection describes the response of the stimulus object when the target item is aroused. In order to motivate target consumers, encourage their response to the adverts, and influence their purchasing behavior, advertisers use the proper advertising methods (Borawska et al., 2020). TRA theory describe how a consumer comes to a given purchase behavior and structured using the fundamental premise that individuals operate in a conscious manner and take into account all relevant information (Madden et al., 1992). Self-perception theory suggests that individuals develop their attitudes and beliefs about themselves by observing their own behavior and inferring their internal states from external cues (Chalise et al., 2007). Theories of emotion suggest that emotions are complex psychological states that involve physiological arousal, subjective experiences, and behavioral expressions (Consoli, 2010). Cognitive appraisal theory also suggests that emotions can be influenced by the context and social cues surrounding an event or situation (Watson & Spence, 2007).

Among all these theories, theory of planned behavior was used in this study as it is appropriate for consumer buying behavior. Different conceptual reviews under this theory are observed to gather knowledge on emotional advertising and consumer buying behavior i.e., Emotional advertising model by Kamran and Siddiqui (2019), AIDA models for emotional advertising on consumer buying behavior by Rocco and Plakhotnik (2009), Conceptual model of elaboration likelihood model for emotional advertising on consumer buying behavior by Chang et al. (2020), the hierarchy effects of models for emotional advertising on consumer buying behavior by Chakravarty and Sarma (2018), the means end chain model for emotional advertising on consumer buying behavior by (Zanoli & Naspetti, 2002) and TAM Model for emotional advertisement on consumer buying behavior by Rehman et al. (2019).

Emotional advertising model reveals that a strong emotional bond with customers influence their perceptions, attitudes, and purchasing intentions by appealing to their emotions, such as happiness, fear, nostalgia, or empathy (Kamran & Siddiqui, 2019). The AIDA model (Attention, Interest, Desire, and Action) suggests that emotional advertising can capture consumers' attention and generate interest in the product or brand, leading to a desire to purchase and

ultimately, taking action to buy (Rocco & Plakhotnik, 2009). Elaboration likelihood model for emotional advertising for consumer buying behavior suggests that consumers process advertising messages in two ways: through a central route (where they carefully evaluate the message and its arguments) and through a peripheral route (where they are influenced by factors such as emotional appeals or the credibility of the source) (Groening et al., 2018). The Hierarchy of Effects model suggests that consumers go through a series of stages (awareness, knowledge, liking, preference, conviction, purchase) before making a purchase decision (Barry & Howard, 1990). The means-end chain model can help advertisers design emotional advertising campaigns that appeal to consumers' personal values and motivations (Zanoli & Naspetti, 2002). Finally, Rehman et al. (2019) suggests that consumers' opinions of a technology's utility and usability have an impact on their acceptance and use of it.

Figure 1
Conceptual Framework for Consumer Buying Behavior



Note. Adopted and Modified from Emotional Advertisement Model

Kamran and Siddiqui (2019) and the questionnaire-based survey was conducted using a sample size of 200 respondents and their response to different appeals like love, humor, happiness and excitement were recorded. The hypothesized model has been tested using factor analysis

and structural equation modeling (SEM and TAM Model Rehman et al. (2019)

Figure 1 indicates the consumer buying behavior through the different factors. It consists of five variables emotions of love in ads, emotions of happiness in ads, emotions of safety in ads, emotions of excitement in ads, humor in ads and trust. It has emotions of love in ads, emotions of happiness in ads, emotions of safety in ads, emotions of excitement in ads and humor in ads independent variable and consumer buying behavior as dependent variables and trust is used as mediating variables. Ambujakshan (2013) looked into how companies use a range of emotions in their advertising to increase their persuasiveness. Humans naturally feel a wide range of emotions, including love, happiness, humor, enthusiasm, sadness, fear, and anger. The function of love, comedy, happiness, and thrill appeal in emotional advertising was the main focus of our research.

Emotions of Happiness in Ads

Marketers want their customers to associate their brands with happy, pleasurable times. Businesses that put a priority on living a good life, connecting with others, and engaging with them build devoted clientele. A study by Batra and Ray (1986) found that advertisements that appeal to happiness are shared often and result in the greatest amount of conversions. Happiness has a profound impact on consumer buying behavior. Brands that understand how to evoke positive emotions and create joyful experiences can effectively attract and retain customers, ultimately driving their sales and success (Zeithaml et al., 2001).

H1: *Emotions of happiness in ads has significant relation with consumer buying behavior*

H2: *Emotions of happiness in ads has significant relation with Trust*

Emotions of Love in Ads

One of the most popular emotional strategies employed by businesses to persuade consumers to purchase their goods is the “love appeal.” When the perceived value and quality of a brand you are advertising are really high, love appeal works wonderfully. Khanna (2016) discovered in his research that people’s purchasing decisions are likely to be influenced by love appeal, which emphasizes a solid relationship between people, demonstrates perfection, and strengthens their emotional tie. Khanna (2016) argues that love appeal is also concerned with cultivating strong feelings that are uplifting and admired rather than just focusing on couples and relationships between two people.

H3: *Emotions of love in ads has significant relation with consumer buying behavior.*

H4: *Emotions of love in ads has significant relation with Trust.*

Humor in Ads

Human nature undoubtedly includes a sense of humor. In the opinion of Weinberger and Gulas (1992) hilarious advertisements have the power to grab viewers’ attention and pique their

interest in the product being advertised. In a study published in 1986, Batra and Ray (1986) compared the effects of funny and non-humorous advertisements. The findings show that it initially draws people's attention, encourages them to maintain interest, helps them understand the message content simply, and ultimately motivates them to make a purchase. It aids the company in cutting through the usual advertisement clutter and providing consumers with a calming and rejuvenating experience in a competitive marketing climate. It discovered through his investigation that humorous advertisement performs far better than non-humorous advertisement in terms of creating awareness and preferences. In a study conducted by Speck (1987), the effects of humorous advertisements were compared to non-humorous advertisements. The findings of the study demonstrate that humorous advertisements initially capture people's attention, engage them in sustaining interest, facilitate easy comprehension of the message content, and ultimately motivate them to take the final action of making a purchase.

H5: Humor in ads has significant relation with consumer buying behavior.

H6: Humor in ads has significant relation with Trust.

Emotions of Excitement in Ads

When brands effectively employ excitement in their advertisements, excitement can significantly influence consumer buying behavior. By tapping into the power of this emotion, marketers can capture attention, create positive associations, differentiate their brand, and ultimately drive consumers to choose their products or services over alternatives (Patwardhan & Balasubramanian, 2011). A certain product or service's brand awareness and brand recall are primarily enhanced by excitement/fun appeal. Exciting or humorous advertisements for brands entice customers to purchase them in order to experience something new and moving. The same emotional appeal that marketers employ to emphasize the benefits of their brands and improve message understanding (Khanna, 2016).

H7: Emotions of excitement in ads has significant relation with consumer buying behavior.

H8: Emotions of excitement in ads has significant relation with Trust.

Emotions of Safety in Ads

Safety primarily helps create a brand for a particular product or service. Safety appeal can create awareness to grab consumer attention. A variety of products can play a positive role (Groening et al., 2018). A medical advertising campaign is an example of a safety appeal that encourages positive purchase intent. Advertisements that evoke emotions of safety, such as showcasing protective features, emphasizing product reliability, or demonstrating the brand's commitment to consumer well-being, can create a positive impact on consumer perceptions. These emotions instill a sense of assurance and reduce perceived risks associated with the purchase decision (Yang et al., 2021). If marketers can incorporate this information into their ads, it can play an active role in purchase intent (Szymkowiak et al., 2021)

H9: *Emotions of safety in ads has significant relation with consumer buying behavior.*

H10: *Emotions of safety in ads has significant relation with Trust.*

Trust in Ads

Trust plays a significant role in consumer buying behavior. When consumers trust a brand or product, they are more likely to purchase it. On the other hand, if there is no trust, consumers may avoid purchasing the product or choose a competitor's product instead (Kyle, 1982). Trust in ads can be built through various factors. Firstly, the credibility and reputation of the brand or company behind the advertisement play a significant role. Consumers are more likely to trust ads from well-established and reputable brands that have a track record of delivering quality products or services (Choi & Rifon, 2002).

H11: *Trust in ads has significant relation with consumer buying behavior.*

Only emotions play a role in forming a consumer's attitude toward an advertisement, a brand's attribute-oriented beliefs, and a brand's perception as a whole. In their study, (Batra & Ray, 1986) presented empirical data and hypothesized a relationship between consumers' affective responses, how those responses affected their attitudes toward the commercial and the brand, and how those attitudes ultimately affected their decision to make a purchase. Kamran and Siddiqui (2019) proposed in his study that there is a considerable association between people's purchasing decisions and emotional advertising. People are now more receptive to emotional cues than to intellectual appeals as a result of increased exposure. A brand is more easily remembered and is more likely to be purchased again and again. Ads that appeal to customers' emotions are more likely to catch their attention, pique their curiosity, stoke their desire, and influence them to make a final purchase choice. Weinberger and Gulas (1992) found that the sort of emotion employed in advertisements had an impact on consumer brand preferences, brand recognition, brand recall, and brand preferences at the end of the day. Marketers employ advertising to promote their brands, and viewers' reactions to it can lead to both favorable and bad brand perceptions.

The main focus of this study is to assess the significance of emotional advertisement on customer buying behavior in Kathmandu valley. The influence of rational and emotional advertisement varies from customer to customer, so it's imperative to identify the most effective emotional appeals that can affect customer buying practices.

Research Methods

Variables and their Definition

Variables used in the analysis as well as the explanations which are shown in table 1.

Table 1
Variable and its Definition

Construct	Variable Notation	Observed Variable	Explanation
Emotions of love in ads (Kamran & Siddiqui, 2019)	EL_1	Likeability	Like towards ads
	EL_2	Interest	Interest in purchasing products
	EL_3	Positivity	Positive associations with brands
	EL_4	Time period	Remembrance for long time period
Emotions of happiness in ads (Kamran & Siddiqui, 2019)	EHA_1	Joyful	Featuring joyful individuals
	EHA_2	Interacting	Interesting and interacting people
	EHA_3	Good moments	Showing a tone of joy and good moments
	EHA_4	Happy memories	Relate of happy memories
Emotions of excitement in ads (Kamran & Siddiqui, 2019)	EE_1	Attention	Get attention of consumer
	EE_2	Excitement	Excitement of messages and ads
	EE_3	Surprised	Feeling of surprise
	EE_4	Positive appeals	Positive appeals of ads
Humor in ads (Kamran & Siddiqui, 2019)	EH_1	Sense of humor	Humorous advertisement
	EH_2	Preference	Picks out one brands over other
	EH_3	Remembrance	Remember of ads
	EH_4	Multiple	Different range of products
Emotions of safety in ads (Borawska et al., 2020)	ES_1	Security	Security about products
	ES_2	Enhance	Safety enhancement
	ES_3	Recall	Remember of products
	ES_4	Influence	Influence consumer perceptions
Trust in ads (Kim, 2012)	T_1	Expertise	Expertise to attract consumer
	T_2	Ability	Ability to influence consumer
	T_3	Efforts	Efforts to address most of customer concerns
	T_4	Knowledge	Knowledge about products
	T_5	Trust	Trust for an advertisement
Consumer Buying Behavior (Kamran & Siddiqui, 2019)	CBB_1	Interest	Anticipate buying or repurchasing them
	CBB_2	Price affordable	Price affordability of products
	CBB_3	Brand image	Purchasing products from brands
	CBB_4	Well-known	Well-known products
	CBB_5	Familiar	Purchase of familiar products

Research Design

This research is based on explanatory research design. The main objective of the research study is to investigate the connection between emotional advertisement and consumer buying behavior. To accomplish this, it draws factual, quantitative outcomes and further looks to furnish defenses on the built-up association with subjective investigation. This section of the study deals with the sources and nature of data, population and sample that are selected for the study, data collection procedures, instruments used for conducting the research, sampling size determination and how the data are to be analyzed are discussed.

Study Area and Population

The study area for this research is Kathmandu valley. Kathmandu valley lies in the central part of country and is also known as capital of the country Nepal. Kathmandu valley is bowl-molded. Its focal lower part remains at 1,425 meters (4,675 ft) above ocean level. Kathmandu valley is encompassed by four mountain ranges: Shivapuri slopes (at a rise of 2,732 meters or 8,963 feet), Phulchowki (2,695 meters or 8,842 feet), Nagarjun (2,095 meters or 6,873 feet) and Chandragiri (2,551 meters or 8,369 feet). The significant waterway coursing through the Kathmandu Valley is the Bagmati.

The valley is comprised of the Kathmandu district, Lalitpur district and Bhaktapur district covering a territory of 220 square miles (570 km²). Being the capital metropolis of Nepal and one of the handiest regions which accumulates maximum awareness of populace, conducting studies on online marketing a number of the humans in Kathmandu gives better and greater factual effects. Kathmandu bills for 1/12 populace and is the main gateway to the tourism and has a population of 985000 in 2019 and taking the Kathmandu as take a look at location can reduce the mistake in our study because of the inclusion of pattern from diverse ethnicity, age gender and exclusive class of people. In the present context, there are a handful of websites that provide online advertising and marketing for clients within the Kathmandu valley. The major motive for selecting this area is to acquire enough information on how emotional advertising impacts consumer buying behavior. It is located in between 27°26'0"N to 27°50'0" northern latitude and 81°10'3" E to 81°21'30" eastern longitude.

Sampling Technique and Sample Size Determination

The study focuses on emotional advertising's impact on consumer buying behavior in the Kathmandu Valley. Since the population size is undefined, and the consumers can be anyone, non-probability sampling is deemed appropriate for this research. Conventional sampling methods were employed for data collection.

The Cochran-developed equation is utilized to derive a representative sample for proportions in a large population. The formula employed for determining the sample size is $n = z^2pq/l^2$. In this equation, n represents the sample size for the study. The standard tabulated value for a 5% level of significance (z) is 1.96, and the prevalence or proportion of an event (p) is set at 50%, corresponding to $q = 1 - p = 0.5$. The allowable error (e) is determined to be 5%. Substi-

tuting these values into the formula, the total population for the study is calculated as $(1.96)^2 \times 0.5 \times 0.5 / (0.05)^2 = 384.16$. Accounting for a non-response error of 5%, i.e., $384.16 \times 5/100 = 19.208$, the adjusted sample size is determined to be $384.16 + 19.208 = 403.368$ (approximately 403). However, during the data collection process, a total of 412 data points were collected, surpassing the initially anticipated sample size.

Research Instrument and Data Collection

In this study, a structured questionnaire, offering control over responses, is utilized. This closed structure involves short questions, typically requiring yes or no responses. The KOBO toolbox facilitates data collection, allowing questionnaire insertion and pilot testing for consistency and accuracy. Data was gathered from 412 respondents, with a pilot test involving 15 samples to ensure questionnaire fitness.

Data Analysis Technique

Data is analyzed from descriptive and inferential methods, which include structural equation modeling (SEM). Different software used for data entry and analysis such as KOBO Toolbox, Microsoft Excel, Smart PLS were used to data analyze, while KOBO Toolbox and Microsoft Excel were used for data entry as well. Descriptive analysis involves the behavior and environmental events, integration of descriptive and functional analysis of the target respondent (Burmeister & Aitken, 2012). In descriptive analysis section socio-demographics, behavioral index, benefits of emotional advertising and managerial solution are evaluated. Inferential statistics involves gathering numerical data as a sample of a population, analyzing it, and drawing conclusions with approximation uncertainties (Setyadi, 2021).

Results and Analysis

Socio-Demographic Information

A total of 412 individuals from the general public were interviewed across three districts: Kathmandu, Lalitpur, and Bhaktapur. The distribution of interviews includes 159 respondents from Kathmandu, 150 from Lalitpur, and 103 from Bhaktapur. Table 2 presents the tabulated information on gender, age, education level, marital status, and monthly income level.

Table 2
Socio-Demographic Information

Title	Category	Number	Percentage
Gender	Male	203	49.27
	Female	209	50.73
Marital Status	Unmarried	249	60.44
	Married	160	38.83
	Others	3	0.73

Age	Below 20	1	0.24
	20-30	243	58.98
	30-40	155	37.62
	40-50	12	2.91
	Above 50	1	0.24
Education Level	SEE	2	0.49
	Intermediate	5	1.21
	Bachelors	176	42.72
	Masters	221	53.64
	Above Masters	8	1.94
Monthly Income (Average in NPR)	Below 20000	44	10.68
	20000-40000	91	22.09
	40000-60000	118	28.64
	60000-80000	94	22.82
	80000-100000	49	11.89
	Above 100000	16	3.88

Note. Field Study

Among the 412 respondents, 49.27% are male, and 50.73% are female, indicating gender representation equality. In terms of marital status, 60.44% are unmarried, 38.83% are married, and 0.73% fall into other categories. The age distribution reveals a dominance of the 20-30 age range (58.98%), followed by the 30-40 age range (37.62%), and minimal representation in the 40-50 age range and both below 20 and above 50 age ranges (0.24%). The study predominantly involves individuals in the 20-30 age group. In terms of education, 53.64% have master's degrees, 42.42% have bachelor's degrees, 1.94% have degrees above masters, 1.21% have completed intermediate level, and 0.49% have completed SEE. Concerning monthly income, the majority (28.64%) report an average income of Rs. 40,000-60,000, while only 3.88% have an income above Rs. 1, 00,000.

General Understanding on Emotional Advertising

The knowledge on emotional advertising of people of Kathmandu valley is mostly covered in this part. Respondents were asked whether they have heard about emotional advertising. A significant 95.87% of respondents have heard about emotional advertising. Regarding understanding, 69.9% view it as a strategy to evoke emotions for brand recognition, 57.04% see it as a marketing strategy leveraging emotional triggers, and 40.53% perceive it as playing on consumer emotions rather than the promoted product. Additionally, 89.08% of respondents observe emotional advertisements daily, with 40.05% seeing them often and 38.35% seeing them sometimes. The majority (61.41%) identify happiness as the predominant emotional appeal in advertisements, followed by excitement, humor, love, safety, and others.

In addition, respondents were queried if emotional advertisements capture their attention. Results show that 43.69% of respondents often find emotional advertisements attention-grab-

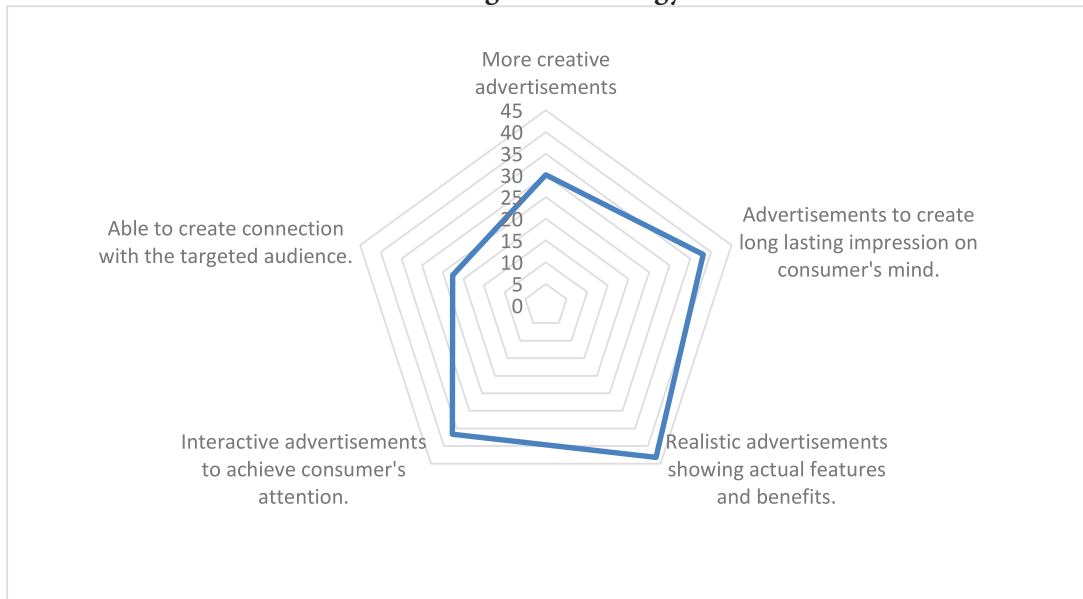
bing, while 42.72% state it happens sometimes. Only 8.5% report rare attention-grabbing instances, 4.37% claim it always captures their attention, and a mere 0.73% assert that it never does. Furthermore, respondents shared their opinions on the benefits of emotional advertising, with 49.03% highlighting its ability to connect more deeply with audiences. Other perceived benefits include making brands more memorable (48.54%), influencing decision-making (46.36%), branding through storytelling (44.42%), building personal relations (43.2%), creating more inclusive experiences (41.26%), fostering stronger loyalty (40.78%), making a lasting first impression (38.35%), driving high engagement and retention (33.98%), and making an aspirational imprint (20.87%).

Challenges and Managerial Solution

The respondents were also asked about the challenges in emotional advertising to create desirable impact on consumer buying decision in Kathmandu valley. In accordance with the survey's response to the question of whether there are any challenges in creating desirable impact on consumer buying decision, 65.05% of respondents acknowledge challenges in creating a desirable impact on consumer buying decisions, while 34.95% believe otherwise. The primary challenges were identified to be a gap between promised and delivered outcomes (45.54%), lack of creativity (33.5%), and inability to create a lasting impression (32.28%), reduced consumer attention span (30.34%), and difficulty in connecting with the audience (25.97%). Other challenges, such as the lack of high-quality filmmaking and conceptual consistency, make up 0.24%. Respondents also identified entities responsible for these challenges, with marketing agencies (39.56%), internal marketing teams (38.83%), content of advertisements (34.47%), media used for advertising (32.28%), and the organization itself (27.67%) being prominent. Other entities, including content writers and survey teams, constitute 0.49%.

A majority, 60.68%, believes that the encountered challenges are manageable, while 3.88% perceive them as unmanageable. In addressing the gap between emotional advertising and its impact on consumer buying behavior, respondents were asked about management strategies. The predominant response (43.2%) advocates realistic advertisements showcasing actual features and benefits as the most effective strategy. Other strategies include creating lasting impressions on consumers' minds (38.11%), employing interactive advertisements to capture consumer attention (36.65%), developing more creative advertisements (30.1%), and establishing connections with the targeted audience (22.57%).

Figure 2
Management Strategy



Note. Field Study

Inferential Analysis

Inferential statistics, which include a number of statistical significance tests that researchers can use to draw conclusions about their sample data comprises of measurement model assessment and structural model assessment.

At first, common method bias was tested through a full collinearity test, wherein each variable was regressed against a common variable. The VIF (Variance Inflation Factor) values were examined (Table 3), and since all values were found to be under 3.3 (Kock, 2015), it suggests that there is no issue of common method bias in this study.

Measurement Model Assessment

This study uses reflective measurement models which requires evaluation of construct reliabilities, convergent validity, and discriminant validity (Sarstedt & Cheah, 2019). For the internal consistency analysis, Cronbach's Alpha and Composite Reliability (CR) is tested. Barbera et al. (2021) suggest that Cronbach's alpha, ideally, should be 0.70 or higher to be deemed acceptable for measuring the internal consistency of a set of items. Similarly, the threshold for CR should be 0.7 or higher and if it is an exploratory research, 0.6 or higher is acceptable (Kwong-Kay, 2013). Table 3 shows the result of reliability analysis in which the criteria for the Cronbach's alpha and composite reliability is satisfied. For the assessment of convergent validity this study observed the criteria of factor loading and AVE for satisfying the criteria suggested by Hair et al. (2019) of AVE value of 0.50. The factor loading with value of 0.7 or

higher is preferred and if the study is an exploratory research, 0.4 or higher is acceptable (Hair et al., 2014). Table 3 shows the factor loading and AVE of the study. In this study, some indicators have loading less than 0.4 and some constructs achieved AVE values less than 0.5. The AVE of the construct emotions of humor was less than 0.5 which is not acceptable so the items of the corresponding construct with lower factor loading was dropped. Item eh3 and eh4 from emotions of humor were dropped to achieve AVE value of 0.5 or above as their loading were lowest.

Table 3
Reliability, Convergent Validity and VIF

Construct	Items	Loading	AVE	VIF	CA	CR
Consumer Buying Behavior	cbb1	0.877	0.791	1.76	0.934	0.95
	cbb2	0.874				
	cbb3	0.883				
	cbb4	0.912				
	cbb5	0.899				
Emotion of Excitement	ee1	0.759	0.601	1.83	0.832	0.882
	ee2	0.757				
	ee3	0.689				
	ee4	0.797				
	ee5	0.863				
Emotion of humor	eh1	0.771	0.585	2.48	0.648	0.808
	eh2	0.691				
	eh5	0.827				
Emotion of Happiness	eha1	0.731	0.608	2.39	0.839	0.886
	eha2	0.821				
	eha3	0.772				
	eha4	0.778				
	eha5	0.794				
Emotion of Love	el1	0.757	0.577	1.25	0.815	0.871
	el2	0.763				
	el3	0.66				
	el4	0.793				
	el5	0.815				
Emotion of Safety	es1	0.773	0.633	2.55	0.855	0.896
	es2	0.809				
	es3	0.761				
	es4	0.806				
	es5	0.827				

	t1	0.75	0.641	1.59	0.859	0.899
	t2	0.813				
Trust	t3	0.754				
	t4	0.839				
	t5	0.842				

Note. Researcher's Calculation from Field Study

Cross-loading of the indicator, the Fornell and Larcker criterion, and the heterotrait-monotrait (HTMT) correlation ratio were all be used to assess the discriminant validity. For assessing the cross-loading in the study the criteria of greater loading value of the construct than all the loadings in the other constructs suggested by Hair et al. (2014) is achieved as shown in table 4. Hence, it can be concluded that there is no problem of cross loading in the study. Likewise, in accordance with the Fornell-Larcker criterion, it is observed that the square root of each construct's Average Variance Extracted (AVE) exceeds the correlations with other latent constructs (Hamid et al., 2017). Table 5 shows the HTMT values that assess the discriminant validity. Similarly, the HTMT values for all constructs are below 0.9 (Table 5), indicating the absence of any discriminant validity issues (Yusoff et al., 2020).

Table 4
Factors Cross-loading

	cbb	Ee	eh	eha	el	es	T
cbb1	0.877	0.667	0.602	0.608	0.612	0.578	0.669
cbb2	0.874	0.651	0.611	0.602	0.588	0.55	0.61
cbb3	0.883	0.679	0.596	0.664	0.627	0.601	0.659
cbb4	0.912	0.666	0.605	0.652	0.622	0.558	0.655
cbb5	0.899	0.681	0.604	0.599	0.61	0.568	0.638
ee1	0.52	0.759	0.381	0.565	0.572	0.539	0.557
ee2	0.562	0.757	0.459	0.466	0.595	0.54	0.558
ee3	0.557	0.689	0.444	0.519	0.484	0.476	0.513
ee4	0.622	0.797	0.502	0.543	0.503	0.467	0.543
ee5	0.646	0.863	0.544	0.608	0.578	0.568	0.606
eh1	0.498	0.415	0.771	0.428	0.326	0.353	0.415
eh2	0.43	0.4	0.691	0.402	0.351	0.331	0.366
eh5	0.608	0.552	0.827	0.499	0.497	0.424	0.541
eha1	0.456	0.461	0.366	0.731	0.513	0.441	0.502
eha2	0.577	0.57	0.493	0.821	0.574	0.543	0.616
eha3	0.585	0.545	0.458	0.772	0.52	0.464	0.506
eha4	0.57	0.552	0.45	0.778	0.561	0.504	0.538

cha5	0.545	0.584	0.493	0.794	0.555	0.518	0.597
el1	0.477	0.518	0.327	0.513	0.757	0.509	0.466
el2	0.547	0.536	0.411	0.505	0.763	0.502	0.568
el3	0.494	0.447	0.406	0.5	0.66	0.481	0.458
el4	0.507	0.556	0.353	0.513	0.793	0.428	0.448
el5	0.577	0.608	0.465	0.614	0.815	0.47	0.546
es1	0.483	0.536	0.398	0.479	0.524	0.773	0.573
es2	0.492	0.537	0.382	0.478	0.535	0.809	0.613
es3	0.507	0.508	0.339	0.54	0.489	0.761	0.578
es4	0.526	0.525	0.413	0.492	0.457	0.806	0.59
es5	0.547	0.554	0.404	0.538	0.502	0.827	0.62
t1	0.5	0.54	0.362	0.521	0.522	0.565	0.75
t2	0.586	0.558	0.512	0.556	0.517	0.628	0.813
t3	0.5	0.565	0.362	0.546	0.473	0.566	0.754
t4	0.662	0.589	0.552	0.611	0.543	0.611	0.839
t5	0.642	0.617	0.531	0.603	0.582	0.622	0.842

Note. Researcher’s Calculation form Field Study

Table 5
Heterotrait-Monotrait (HTMT) Ratio & Fornell-Larcker Criterion

	HTMT Ratio					Fornell-Larcker Criterion							
	cbb	ee	eh	eha	el	es	cbb	ee	eh	eha	el	es	ee
cbb							0.889						
ee	0.853						0.752	0.775					
eh	0.859	0.808					0.679	0.604	0.765				
eha	0.792	0.834	0.781				0.703	0.698	0.583	0.78			
el	0.786	0.856	0.698	0.844			0.688	0.705	0.521	0.699	0.759		
es	0.719	0.795	0.648	0.749	0.757		0.643	0.669	0.487	0.635	0.63	0.796	
t	0.806	0.85	0.762	0.833	0.784	0.873	0.727	0.717	0.586	0.71	0.66	0.748	0.8

Note. Researcher’s Calculation form Field Study

According to Ramayah et al. (2017) the Standardized Root Mean Square Residual (SRMR) can be used to evaluate the model fit prior the test of model. A value below 0.08 is considered satisfactory (Hu & Bentler, 1998). With an SRMR value of 0.053, the model meets the criteria, indicating a good fit for the study model.

Structural Model Assessment

The study comprises 11 hypotheses. Path analysis was conducted using SmartPLS 4 software, and the calculations and interpretations are derived from the outcomes obtained through SmartPLS 4. The resulting path model and the findings of the path analysis are typically shown together as a path diagram.

Figure 3
Path Analysis

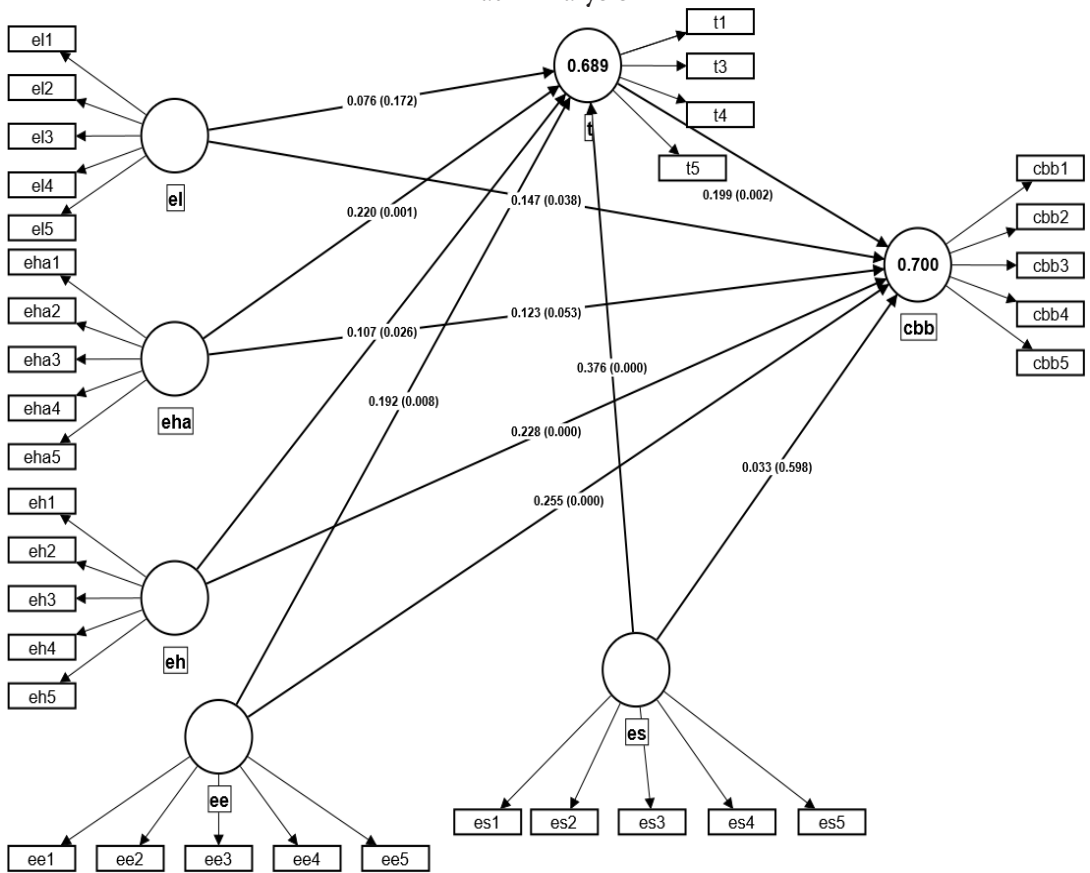


Figure 3 shows that the study consist of seven latent variables with various observed variables. The final variables shown in the figure are variable with satisfactory factor loading were observed and assigned to each latent variable by evaluating its model match for each observed variable. By assigning each of the observed variables the impact of latent variables was evaluated. Figure 3 shows that relationship between independent variable, mediating variables and dependent variable. The R2 for trust is calculated to be trust is 0.689 which means that 68.9% of variation in trust is explained by emotion of happiness, emotion of humor, emotion of excitement and emotion of safety similarly the R2 for consumer buying behavior is calculated to be 0.700 which means that 70% of variation in consumer buying behavior is explained by

emotion of love, emotion of happiness, emotion of humor, emotion of excitement along with trust.

The β -coefficient for the hypothesis 1 is 0.123 which means that when emotion of happiness changes by 1 unit the consumer buying behavior changes by 0.123 unit. Similarly, for hypothesis 2 the β -coefficient is 0.22 which means that when emotion of happiness changes 1 unit, the trust changes by 0.22 unit. Subsequently, for hypothesis 3 other β -coefficient is 0.147 which signifies if emotion of love is changed by 1 unit, consumer buying behavior is changed by 0.147 unit. Furthermore, the other β -coefficient of hypothesis 5 is 0.0228 which means if emotions of excitement is changed by 1 unit, the consumer buying behavior is changed by 0.228 units. In the similar pattern, for hypothesis 6 the β -coefficient is 0.107 which signifies that when emotion of humor changes by 1 unit, it impacts trust by 0.107 unit. In the sequential manner, for hypothesis 7 the β -coefficient is 0.255 which says that when emotion of excitement if changed by 1 unit than consumer buying behavior is changed by 0.255 unit. Similarly, for hypothesis 8, the β -coefficient for emotion of excitement is 0.192 which means 1 unit change in emotion of excitement brings in change in trust by 0.192 unit. Sequentially, for hypothesis 10 the β -coefficient is 0.376, which insinuates that 1 unit change in emotion of safety changes 0.376 unit change in trust. Finally, the β -coefficient of hypothesis 10 is 0.199, which means 1 unit change in trust will bring in change of 0.199 unit in consumer buying behavior.

Hypothesis Testing

For hypothesis testing, we first carried out the bootstrapping in Smart PLS 4 where Streukens and Leroi-Werelds (2016) suggest drawing at least 10,000 subsamples. For the evaluation of hypotheses that are stated in this study we check p-value. The hypothesis are supported if the p-value is less than 0.050 or <0.050 and if the beta coefficient lies within confidence interval indicating significance of the relationship (Purwanto et al., 2020).

Table 6
Hypothesis Test

	Hypothesis	Beta	SD	t-values	P values	CI		Decision
						2.50%	97.50%	
H1	eha -> cbb	0.123	0.064	1.936	0.043	0	0.25	Supported
H2	eha -> t	0.22	0.064	3.441	0.001	0.098	0.347	Supported
H3	el -> cbb	0.147	0.071	2.07	0.038	0.016	0.292	Supported
H4	el -> t	0.076	0.056	1.365	0.172	-0.031	0.187	Not Supported
H5	eh -> cbb	0.228	0.047	4.797	0.000	0.134	0.322	Supported
H6	eh -> t	0.107	0.048	2.225	0.026	0.014	0.204	Supported
H7	ee -> cbb	0.255	0.053	4.81	0.000	0.157	0.365	Supported
H8	ee -> t	0.192	0.073	2.641	0.008	0.06	0.344	Supported
H9	es -> cbb	0.033	0.062	0.527	0.598	-0.085	0.158	Not Supported

H10	es -> t	0.376	0.052	7.291	0.000	0.277	0.478	Supported
H11	t -> cbb	0.199	0.063	3.143	0.002	0.077	0.324	Supported

Table 6 exhibits that p-value is less than 0.05 and β -coefficient lies within the confidence interval of 95% for all hypothesis except for hypothesis 4 and 9. Hence, all of the stated hypotheses are supported except for H9 and H4.

Similarly, mediation hypothesis is tested by bootstrapping the indirect effect. The specific indirect effects reveal that there are four significant mediating hypotheses indicating that there is mediating effect of trust in the relationship of Emotions of Happiness in Ads, Emotions of Safety in Ads, and Emotions of Excitement in Ads and Humor in Ads with Consumer Buying Behavior since the β -coefficient within lower limit and upper limit confidence interval.

Table 7
Mediation Analysis

Hypothesis	Beta	SD	t-values	P values	CI		Decision	
					2.50%	97.50%		
H12	es -> t -> cbb	0.275	0.039	7.134	0	0.202	0.354	Supported
H13	ee -> t -> cbb	0.134	0.053	2.528	0.011	0.037	0.245	Supported
H14	eh -> t -> cbb	0.092	0.033	2.763	0.006	0.03	0.161	Supported
H15	el -> t -> cbb	0.055	0.04	1.353	0.176	-0.023	0.136	Not Supported
H16	eha -> t -> cbb	0.157	0.046	3.404	0.001	0.069	0.251	Supported

Discussions

This study was conducted to determine how the general people in the Kathmandu Valley understands emotional advertising and furthermore, it also assesses how emotional advertising affects Kathmandu Valley consumers' purchasing decisions. Adding to it, this study also helps in defining the key obstacles to achieving desired effects from emotional advertising on customer purchasing behavior in the Kathmandu Valley and this study additionally offers management suggestions regarding how to improve the impact of emotional advertising on consumers' purchasing decisions in the Kathmandu Valley. According to the study, four out of five emotions have direct impact on consumer buying behavior while one emotion impacts trust and that ultimately impacts consumer buying behavior.

The supported Hypothesis 1 indicates that consumer buying behavior is significantly influenced by the presence of happiness portrayed in advertisements. When consumers are exposed to ads that evoke feelings of joy, contentment, and positivity, it has a notable impact on their decision-making process and purchasing choices. Similarly, Hypothesis 2 was also supported. This implies that eliciting positive emotions, advertisers can cultivate trust in their audience, fostering perceptions of credibility, authenticity, transparency, and reliability. Establishing this trust is essential for building long-term relationships with consumers and

cultivating brand loyalty. According to the study conducted by Batra and Ray (1986), advertisements that appeal to happiness not only have a significant impact on trust but also lead to higher levels of sharing and conversions to trust and purchase.

Similarly, supported hypothesis 3 is also supported stating that there is significant relation of Emotions of love in ads with consumer buying behavior. Whereas hypothesis 4 is rejected suggesting that the emotions of love, when used in advertising, do not play a significant role in shaping consumers' trust. In similar research, Khanna (2016) uncovered a significant impact of love appeal on people's purchasing decisions. The love appeal in advertisements emphasizes the importance of strong relationships, portrays perfection, and enhances emotional connections. Furthermore, hypothesis 5 and 6 is supported. This suggests the presence of humor in ads can establish a significant relationship with consumer buying behavior and trust by capturing attention, evoking positive emotions, enhancing memorability, facilitating social sharing, and shaping brand perception. Based on the research conducted by Weinberger and Gulas (1992) and Batra and Ray (1987), hilarious advertisements have the potential to capture attention, maintain interest, facilitate message comprehension, and drive consumer purchasing behavior. Such ads can provide a refreshing and engaging experience that stands out in a competitive advertising landscape.

Similarly, supported hypothesis 7 and 8 depicts that the portrayal of excitement-related emotions in advertisements has a meaningful impact on both consumer buying behavior and the level of trust consumers place in those ads. In other words, it proposes that evoking feelings of excitement in ads can influence consumers' purchase decisions and enhance their trust in the advertised products or brands. By understanding the emotional appeal of their target audience and effectively incorporating excitement or humor into their advertisements, marketers can drive consumer engagement, trust, and ultimately, purchase behavior. (Khanna, 2016) supports this perspective by highlighting the use of emotional appeals to accentuate brand benefits and enhance message understanding.

Supported hypothesis 9 proposes that portraying feelings of safety or emphasizing the concept of safety in ads does not strongly influence consumers' purchasing decisions. However, the supported hypothesis 10 suggests that there is a meaningful connection between the portrayal of safety-related emotions in advertisements and the level of trust consumers have in those ads. In other words, it proposes that when ads evoke feelings of safety, it can influence consumers' trust in the advertised products or brands. While the previous hypothesis suggested no significant relationship between safety emotions in ads and consumer buying behavior, Szymkowiak et al. (2021) argue that incorporating safety-related information in advertisements can indeed play an active role in influencing purchase intent. Marketers can leverage this insight to design persuasive ads that emphasize safety, reliability, and trustworthiness, thereby positively impacting consumers' attitudes and intentions to purchase.

Finally, the supported hypothesis (H11) suggests that trust in advertisements has a significant influence on consumer buying behavior. Trust plays a crucial role in shaping consumer attitudes and decision-making processes, making it an important consideration for marketers

in their advertising efforts. Kyle (1982) also suggests that research or evidence supports the notion that trust significantly impacts consumer buying behavior. Understanding and fostering trust becomes a critical task for marketers, as it can positively influence consumers' purchase decisions and brand loyalty. Mediation analysis was also done where it was concluded that trust plays mediating role in the relation of Emotions of Happiness in Ads, Emotions of Safety in Ads, and Emotions of Excitement in Ads and Humor in Ads with Consumer Buying Behavior.

Conclusion

The general objective of this research is to study the impact of emotional advertising in consumer buying behavior in Kathmandu valley. The specific objective is to determine how the general public, in the Kathmandu valley generally understands emotional advertising, emotional factor affecting consumer buying behavior, main obstacles to achieving the desired effects of emotional advertising on consumer purchasing patterns and managerial solutions to improve the impact of emotional advertising on consumer purchasing behavior in the Kathmandu valley.

People have heard about emotional advertising and understood it as advertising that appeals to people emotions in order to increase brand recognition and interest. Emotions, specifically happiness, excitement, and humor play pivotal role in advertising. By leveraging these emotional appeals, marketers can effectively build trust, shape consumer perceptions, and ultimately influence buying behavior. Understanding the role of emotions in advertising can be valuable for brands seeking to establish strong connections with their target audience and drive sales. Moreover, while understanding about the behavior of consumers, when it came to purchase of products or services related to their safety and security, they tend to use the product or service rather than relying on advertisement. Lastly, the challenges of the gap between promises and delivery and the lack of creativity can hinder the effectiveness of emotional advertisements in influencing consumer buying behavior. However, by utilizing realistic advertisements that accurately showcase the product or service and investing in creative approaches, advertisers can minimize these challenges and create a stronger impact on consumers' purchasing decisions.

This guides the development of effective strategies that leverage emotional appeals to influence consumer decisions, enhancing brand awareness, interest, and intent to buy. By understanding which emotional appeals work best, marketers can create persuasive messages, differentiating their brand and standing out from competitors. The findings inform product design by considering consumer emotional needs, fostering positive responses and increasing desirability. Emotional marketing aids customer relationship management, building deep emotional bonds for brand loyalty. Moreover, it helps marketers target specific consumer categories and refine segmentation, maximizing impact and return on investment.

References

- Ab Hamid, M.R., Sami, W. and Mohmad Sidek, M.H. (2017) 'Discriminant Validity Assessment: Use of Fornell & Larcker criterion versus HTMT Criterion', *Journal of Physics: Conference Series*, 890(1). Available at: <https://doi.org/10.1088/1742-6596/890/1/012163>.
- Ajzen, I. (1991) 'Reporting behaviour of people with disabilities in relation to the lack of accessibility on government websites: Analysis in the light of the theory of planned behaviour', *Organizational behavior and Human Decision Processes*, 50(1), pp. 179–211. Available at: <https://doi.org/10.47985/dcidj.475>.
- Ambujakshan, A. (2013) 'Appealing customers through advertisements: Use of advertising appeal in fmcg products', *SSRN Electronic Journal*, pp. 1–11. Available at: <https://doi.org/10.2139/ssrn.1983320>.
- Ameen, N.O. (2022) "A study on emotional marketing and its impact on consumer behaviour", (March).
- Barbera, J. et al. (2021) 'Clarity on cronbach's alpha use', *Journal of Chemical Education*, 98(2), pp. 257–258. Available at: <https://doi.org/10.1021/acs.jchemed.0c00183>.
- Barrena, R., García, T. and Sánchez, M. (2017) 'The effect of emotions on purchase behaviour towards novel foods. An application of Means–End chain methodology', *Agrekon*, 56(2), pp. 173–190. Available at: <https://doi.org/10.1080/03031853.2017.1307119>.
- Barry, T.E. and Howard, D.J. (1990) 'A review and critique of the hierarchy of effects in advertising', *International Journal of Advertising*, 9(2), pp. 121–135. Available at: <https://doi.org/10.1080/02650487.1990.11107138>.
- Batra, R. and Ray, M.L. (1986) 'Affective responses mediating acceptance of advertising', *Journal of Consumer Research*, 13(2), p. 234. Available at: <https://doi.org/10.1086/209063>.
- Bhakat, R.S. and Muruganatham, G. (2013) 'A review of impulse buying behavior', *International Journal of Marketing Studies*, 5(3). Available at: <https://doi.org/10.5539/ijms.v5n3p149>.
- Borawska, A., Oleksy, T. and Maison, D. (2020) 'Do negative emotions in social advertising really work? Confrontation of classic vs. EEG reaction toward advertising that promotes safe driving', *PLoS ONE*, 15(5), pp. 1–20. Available at: <https://doi.org/10.1371/journal.pone.0233036>.
- Burmeister, E. and Aitken, L.M. (2012) 'Sample size: How many is enough?', *Australian Critical Care*, 25(4), pp. 271–274. Available at: <https://doi.org/10.1016/j.aucc.2012.07.002>.
- Chakravarty, R. and Sarma, N.N. (2018) 'Hierarchy of effects and consumer buying: Findings from literature review', *The Journal of Open Learning and Research Communication*, 4, pp. 36–56.

- Chalise, H.N. *et al.* (2007) 'Relationship specialization amongst sources and receivers of social support and its correlations with loneliness and subjective well-being: A cross sectional study of Nepalese older adults', *Archives of Gerontology and Geriatrics*, 44(3), pp. 299–314. Available at: <https://doi.org/10.1016/j.archger.2006.07.001>.
- Chang, H.H., Lu, Y.Y. and Lin, S.C. (2020) 'An elaboration likelihood model of consumer respond action to facebook second-hand marketplace: Impulsiveness as a moderator', *Information and Management*, 57(2). Available at: <https://doi.org/10.1016/j.im.2019.103171>.
- Choi, S. M., & Rifon, N. J. (2002). Antecedents and consequences of web advertising credibility: A study of consumer response to banner ads. *Journal of interactive Advertising*, 3(1), 12-24.
- Consoli, D. (2010) 'A new concept of marketing: The emotional marketing', *BRAND. Broad Research in Accounting, Negotiation, and Distribution*, 1(1), pp. 52–59.
- Furnham, A., & Goh, M. F. (2014). Effects of program-advertisement congruity and advertisement emotional appeal on memory for health and safety advertisements. *Journal of Applied Social Psychology*, 44(1), 60-70.
- Groening, C., Sarkis, J. and Zhu, Q. (2018) 'Green marketing consumer-level theory review: A compendium of applied theories and further research directions', *Journal of Cleaner Production*, 172, pp. 1848–1866. Available at: <https://doi.org/10.1016/j.jclepro.2017.12.002>.
- Hair, J.F. *et al.* (2014) 'Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research', *European Business Review*, 26(2), pp. 106–121. Available at: <https://doi.org/10.1108/EBR-10-2013-0128>.
- Hair Jr., J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). A primer on partial least squares structural equation modeling (PLS-SEM) (2nd ed.). *Sage Publications*.
- Ho, H.F., & Hung, C.C. (2008). Marketing mix formulation for higher education: An integrated analysis employing analytic hierarchy process, cluster analysis and correspondence analysis. *International Journal of Educational Management*, 22(4), 328 – 340
- Hu, L. T., & Bentler, P. M. (1998). Fit indices in covariance structure modeling: Sensitivity to underparameterized model misspecification. *Psychological methods*, 3(4), 424.
- Kamran, Q. and Siddiqui, D.A. (2019) 'The impact of emotional advertising on consumer buying behavior for home appliance products in pakistan', *Business and Management Horizons*, 7(1), p. 23. Available at: <https://doi.org/10.5296/bmh.v7i1.14410>.
- Kao, T.F. and Du, Y.Z. (2020) 'A study on the influence of green advertising design and environmental emotion on advertising effect', *Journal of Cleaner Production*, 242. Available at: <https://doi.org/10.1016/j.jclepro.2019.118294>.

- Khanna, P. (2016) 'A content analysis of emotional and rational appeals in selected products advertising', *IRA-International Journal of Management & Social Sciences (ISSN 2455-2267)*, 4(3), p. 568. Available at: <https://doi.org/10.21013/jmss.v4.n3.p7>.
- Khuong, M.N. and Tram, V.N.B. (2017) 'The effects of emotional marketing on consumer product perception, brand awareness and purchase decision — A study in Ho Chi Minh City, Vietnam', *Journal of Economics, Business and Management*, 3(5), pp. 524–530. Available at: <https://doi.org/10.7763/joebm.2015.v3.240>.
- Kim, J.B. (2012) 'An empirical study on consumer first purchase intention in online shopping: Integrating initial trust and TAM', *Electronic Commerce Research*, 12(2), pp. 125–150. Available at: <https://doi.org/10.1007/s10660-012-9089-5>.
- Kim, Y. K., & Sullivan, P. (2019). Emotional branding speaks to consumers' heart: The case of fashion brands. *Fashion and Textiles*, 6(1), 1-16.
- Kock, N. (2015) 'Common Method Bias in PLS-SEM', *International Journal of e-Collaboration*, 11(4), pp. 1–10. Available at: <https://doi.org/10.4018/ijec.2015100101>.
- Kwong-Kay, K. (2013) 'Partial least squares structural equation modeling (PLS-SEM) techniques using SmartPLS', *Marketing Bulletin*, 24(1), pp. 1–32.
- Kyle, P.W. (1982) 'The impact of advertising on markets', *International Journal of Advertising*, 1(4), pp. 345–359. Available at: <https://doi.org/10.1080/02650487.1982.11104866>.
- Machleit, K.A. and Eroglu, S.A. (1980) 'Response to shopping experience', *Journal of Business Research*, 2963(99), pp. 101–111.
- Madden, T.J., Ellen, P.S. and Ajzen, I. (1992) 'A comparison of the theory of planned behavior and the theory of reasoned action', *Personality and Social Psychology Bulletin*, 18(1), pp. 3–9. Available at: <https://doi.org/10.1177/0146167292181001>.
- Madhavan, M. (2019) 'Consumer buying behavior-An overview', 1(1), pp. 74–112.
- Manandhar, B. (2018) 'Effect of advertisement in consumer behavior', *Management Dynamics*, 21(1), pp. 46–54. Available at: <https://doi.org/10.3126/md.v21i1.27046>.
- Mang'anyi, E. E., & Govender, K. K. (2014). Perceived service quality (sq) and customer satisfaction (cs): Students' perceptions of Kenyan Private Universities. *Mediterranean Journal of Social Sciences*, 5(23), 2739-2748.
- Mishra, R. (2023). A study on the impact of emotional advertising in 21st century. *Central European Management Journal*, 31, 73–89. <https://doi.org/10.57030/23364890.cemj.31.1.8>
- Padole, S. (2021) 'The impact of advertising appeals on consumer purchase behavior', *International Journal of Creative Research Thoughts - Ijcr*, 9(5), pp. 664–675.
- Park, E.-J., & Kim, E.-Y. (2008). Effects of consumer tendencies and positive emotion on im-

- pulse buying behavior for apparel. *Journal of the Korean Society of Clothing and Textiles*, Vol. 32, pp. 980–990. <https://doi.org/10.5850/jksct.2008.32.6.980>
- Patwardhan, H., & Balasubramanian, S. K. (2011). Brand romance: A complementary approach to explain emotional attachment toward brands. *Journal of Product & Brand Management*, 20(4), 297-308.
- Pokhrel, S., Tiwari, A., & Phuyal, R. K. (2016). An impact of education marketing on enrolment of students at private management colleges in Kathmandu. *Journal of Business and Social Sciences*
- Purwanto, A. et al. (2020) 'Social and management research quantitative analysis for medium sample: Comparing of Lisrel, Tetrad, GSCA, Amos, SmartPLS, WarpPLS, and SPSS', *Jurnal Ilmiah Ilmu Administrasi Publik: Jurnal Pemikiran dan Penelitian Administrasi Publik*, 9(2), pp. 518–532.
- Ramayah, T., Yeap, J. A., Ahmad, N. H., Halim, H. A., & Rahman, S. A. (2017). Testing a confirmatory model of Facebook usage in SmartPLS using consistent PLS. *International Journal of Business and Innovation*, 3(2), 1-14.
- Rehman, S.U. et al. (2019) 'The moderating role of trust and commitment between consumer purchase intention and online shopping behavior in the context of Pakistan', *Journal of Global Entrepreneurship Research*, 9(1). Available at: <https://doi.org/10.1186/s40497-019-0166-2>.
- Rocco, S.T. and Plakhotnik, S.M. (2009) 'Literature reviews, conceptual frameworks, and theoretical frameworks: Terms, functions, and distinctions', *Human Resource Development Review*, 8(1), pp. 120–130. Available at: <https://doi.org/10.1177/1534484309332617>.
- Rytel, T. (2016) 'Emotional marketing concept: The new marketing shift in the postmodern era', *Business: Theory and Practice*, 11(1), pp. 30–38. Available at: <https://doi.org/10.3846/btp.2010.04>.
- Sangroya, D. and Nayak, J.K. (2017) 'Factors influencing buying behaviour of green energy consumer', *Journal of Cleaner Production*, 151, pp. 393–405. Available at: <https://doi.org/10.1016/j.jclepro.2017.03.010>.
- Sarstedt, M. and Cheah, J.H. (2019) 'Partial least squares structural equation modeling using SmartPLS : A software review', *Journal of Marketing Analytics* [Preprint], (1). Available at: <https://doi.org/10.1057/s41270-019-00058-3>.
- Setyadi, R. (2021) 'Analysing tourism application using information technology governance trust model in COVID-19 pandemic situation', *Journal of Physics: Conference Series*, 1842(1). Available at: <https://doi.org/10.1088/1742-6596/1842/1/012006>.
- Sharma, N., Paço, A. and Kautish, P. (2022) 'The impact of eco-innovation on green buying behaviour: The moderating effect of emotional loyalty and generation', *Management of*

Environmental Quality: An International Journal, 33(4), pp. 1026–1045. Available at: <https://doi.org/10.1108/MEQ-11-2021-0267>.

- Speck, P. S. (1987). *On Humor and Humor in Advertising. (Volumes I and II)*. Texas Tech University.
- Streukens, S., & Leroi-Werelds, S. (2016). Bootstrapping and PLS-SEM: A step-by-step guide to get more out of your bootstrap results. *European management journal*, 34(6), 618–632.
- Szymkowiak, A. et al. (2021) ‘The impact of emotions on shopping behavior during epidemic. What a business can do to protect customers’, *Journal of Consumer Behaviour*, 20(1), pp. 48–60. Available at: <https://doi.org/10.1002/cb.1853>.
- Watson, L. and Spence, M.T. (2007) ‘Causes and consequences of emotions on consumer behaviour: A review and integrative cognitive appraisal theory’, *European Journal of Marketing*, 41(5–6), pp. 487–511. Available at: <https://doi.org/10.1108/03090560710737570>.
- Weinberger, M.G. and Gulas, C.S. (1992) ‘The impact of humor in advertising: A review’, *Journal of Advertising*, 21(4), pp. 35–59. Available at: <https://doi.org/10.1080/00913367.1992.10673384>.
- Yang, F., Tang, J., Men, J., & Zheng, X. (2021). Consumer perceived value and impulse buying behavior on mobile commerce: The moderating effect of social influence. *Journal of Retailing and Consumer Services*, 63(July), 102683. <https://doi.org/10.1016/j.jretconser.2021.102683>
- Yusoff, A.S.M. et al. (2020) ‘Discriminant validity assessment of religious teacher acceptance: The use of HTMT criterion’, *Journal of Physics: Conference Series*, 1529(4). Available at: <https://doi.org/10.1088/1742-6596/1529/4/042045>.
- Zanoli, R. and Naspetti, S. (2002) ‘Consumer motivations in the purchase of organic food: A means-end approach’, *British Food Journal*, 104(8), pp. 643–653. Available at: <https://doi.org/10.1108/00070700210425930>.
- Zeithaml, V. A., Lemon, K. N., & Rust, R. T. (2001). Driving customer equity: How customer lifetime value is reshaping corporate strategy. Simon and Schuster.