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Unlocking the Power of Emotions and Reason in Tech Advertising

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Resumo

Esta dissertação explora o impacto da publicidade emocional e racional/funcional no comportamento do consumidor na indústria tecnológica. Com o objetivo de compreender como essas estratégias publicitárias influenciam as atitudes em relação aos anúncios, a lealdade à marca e as intenções de compra, a pesquisa examina também o papel mediador da confiança na marca. Utilizando uma abordagem quantitativa, a análise foi realizada através de um inquérito a 514 participantes. Os dados foram processados utilizando modelagem de equações estruturais com mínimos quadrados parciais (PLS-SEM), juntamente com testes t emparelhados, para testar as relações entre os tipos de publicidade, as atitudes dos consumidores, a intenção de compra e a lealdade à marca em três grandes marcas: Vodafone, Tesla e Samsung. Os resultados revelam que, embora a publicidade racional/funcional tenha uma influência mais significativa nas atitudes gerais, a publicidade emocional desempenha um papel essencial na criação de atitudes positivas, especialmente nas fases iniciais da jornada do consumidor. O estudo destaca o efeito mediador da confiança na marca, que amplifica o impacto tanto da publicidade emocional quanto da racional, confirmando que a confiança é fundamental para converter essas atitudes em lealdade e intenção de compra. Esses insights fornecem orientações valiosas para profissionais de marketing na indústria tecnológica, enfatizando a necessidade de uma abordagem equilibrada que utilize apelos emocionais e racionais para construir conexões fortes com os consumidores. Esta pesquisa contribui para a literatura existente ao oferecer uma compreensão detalhada da inter-relação entre a publicidade emocional e racional/funcional num setor dinâmico e inovador.

Palavras-chave: publicidade emocional; publicidade racional/funcional; indústria da tecnologia; comportamento do consumidor, confiança na marca

JEL Sistema de Classificação: M31 (Marketing) and M37 (Advertising)

Abstract

This dissertation explores the impact of emotional and rational/functional advertising on consumer behavior in the technology industry. Aiming to understand how these advertising strategies influence attitudes toward advertisements, brand loyalty, and purchase intentions, the research also examines the mediating role of brand trust in these relationships. Using a quantitative approach, the analysis was conducted via a survey of 514 participants. The data was processed using partial least squares structural equation modeling (PLS-SEM) and paired t-tests to examine the relationships between advertising types, consumer attitudes, purchase intention, and brand loyalty across three major brands: Vodafone, Tesla, and Samsung. The results reveal that while rational/functional advertising has a greater impact on overall attitudes toward advertising, emotional advertising plays a crucial role in creating positive attitudes, especially in the early stages of the consumer journey. The study highlights the mediating effect of brand trust, which amplifies the impact of emotional and rational advertising, confirming that trust is essential for converting these attitudes into loyalty and purchase intention. These insights provide valuable guidance for marketing professionals in the technology industry, emphasizing the need for a balanced approach that utilizes emotional and rational appeals to build strong connections with consumers. This research contributes to the existing literature by offering a detailed understanding of the interplay between emotional and rational/functional advertising in a dynamic and innovative sector.

Key-words: emotional advertising; rational/functional advertising; tech industry; consumer behavior, brand trust

JEL Classification System: M31 (Marketing) and M37 (Advertising)

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Glossary of acronyms

EA	Emotional Advertising
FA	Rational/Functional Advertising
ATA	Attitude Towards the Ad
BT	Brand Trust
PI	Purchase Intent
BL	Brand Loyalty

CHAPTER 1

Introduction

The tech industry is known for its fast-paced innovation and rapid changes, making it a challenging and exciting field for marketers (Van Kuiken, 2022).

Throughout the history of high-tech companies, they have relied on their distinct technological advances to remain competitive; however, they face challenges in maintaining their competitive edge solely through technological advantage (Davies & Brush, 1997; Smith et al., 1999).

In this highly competitive market (Yusof et al., 2021), understanding the effectiveness of advertising strategies is crucial for companies looking to differentiate themselves and build long-term brand loyalty. Advertising significantly impacts customers and frequently increases their needs (Akbari, 2015). However, the advertising industry has been facing a significant challenge due to the increasing avoidance of television advertisements (Teixeira et al., 2012). This issue has prompted advertisers to shift their focus to the Internet (Teixeira et al., 2012). Nevertheless, viewers also display avoidance behaviors online, including reduced attention spans or actively engaging in actions like zapping, clicking, or scrolling past advertisements (Teixeira et al., 2012). To address this, advertisers employ emotionally captivating video advertisements to maintain their intended audience's attention, discouraging them from quickly bypassing the content (Teixeira et al., 2012).

Emotional advertising is one approach to advertising that has gained popularity in recent years (Bhatia, 2019). Incorporating emotional advertising appeals into marketing communication strategies reflects a current trend and is deemed integral to modern marketing practices (Vrtaňa and Křížanová, 2023). Various studies have proven that emotional advertising can generate emotional differentiation in a competitive market (Hartmann et al., 2005; Mogaji & Danbury, 2017; Van Den Putte, 2009).

To ensure an advertisement's effectiveness, it goes beyond simply acquainting consumers with the advertised products' quality, value, and performance (Mehta & Purvis, 2006). Instead, a successful advertisement is anticipated to provoke emotional responses by accentuating the value-expressive elements of the message (Mehta & Purvis, 2006).

As the market becomes saturated with countless brands, it's increasingly vital to touch the consumer's heart and connect with the consumer on an emotional level.

With so many brands and fierce competition, what makes us choose one brand over another is not merely rational anymore; it's the heart that speaks louder. Emotions play a much more significant role in our decisions nowadays.

Antonio Damásio's (2012) research has shown that emotions play a fundamental role in decision-making. Emotions are not separate from rational thinking; they are an integral part of it (Damásio, 2012). This suggests that customers' emotional responses can strongly influence marketing decisions. Emotions are essential for human function since they are tightly linked to attention, decision-making, and memory (Le Blanc et al., 2014; Nabi, 2003), and they significantly impact the development of long-lasting brand preferences (Kenning & Plaßmann, 2005). As Panda et al. (2013) note, the foremost factor influencing purchases is the emotional connection fostered by a brand.

For quite some time, advertisers have believed that effective advertising must elicit an emotional response (Mehta & Purvis, 2006), as the emotional appeal of brand advertisements, measured by their emotional pleasantness, can significantly impact brand attitudes (Pham et al., 2013).

1.1 Contextualization and definition of the research problem

Most literature regarding emotional advertising has shown this strategy to result in a more positive attitude toward both the advertisement and the brand (Casais & Pereira, 2021; Han et al., 2018; Li, 2019; Otamendi & Martín, 2020; Pham et al., 2013). Still, its effectiveness varies depending on the product and category (Chaudhuri & Buck, 1995; Geuens et al., 2011; Hong-Xia et al., 2014; Panda et al., 2013). While some products, categories, and cultural contexts may greatly benefit from its effectiveness, it may not be as successful in other scenarios (Panda et al., 2013). Specifically, its impact on the tech industry is poorly understood (Seegebarth et al. 2019).

In the constantly evolving tech industry, advertising strategies influence consumer behavior (Seegebarth et al., 2019). The emergence of emotional advertising as a powerful tool alongside traditional rational advertising has sparked significant interest and debate among marketers and researchers (Otamendi & Martín, 2020). This raises the fundamental question: How do emotional and rational/functional advertising strategies impact consumer attitudes toward advertising, and what role do these attitudes play in shaping brand loyalty and purchase intent in the tech industry?

This master's thesis explores emotional and rational/functional advertising within the tech industry. It seeks to understand their potency in captivating consumers' attention and fostering lasting connections with brands. In the tech industry, products and services often boast advanced functionalities and cutting-edge features (Van Kuiken, 2022). However, among this focus on innovation, the role of emotions in consumer decision-making processes cannot be overlooked (Martínez et al., 2022).

Despite the significance of advertising appeals and attitudes toward advertising, there

persists a lack of clear comprehension regarding the effects of various rational/functional and emotional appeals on attitudes toward advertising and purchase intentions (Akbari, 2015). This thesis aims to address a compelling research gap to comprehensively explore and unravel the efficacy of emotional and rational/functional advertising, specifically within the tech sector. By investigating its impact on purchase intent and brand loyalty among tech-savvy consumers, this study seeks to bridge this gap in the existing literature, offering a nuanced understanding of the role played by emotional and rational/functional advertising in shaping consumer behavior within the dynamic and fast-paced world of technology products and services.

1.2 Pertinence of the study

This dissertation investigates how emotional and rational/functional advertising strategies affect consumer attitudes toward advertisements, brand loyalty, and purchase intentions, focusing on the mediating role of brand trust. This research problem holds significant relevance as it addresses a crucial need in the tech industry: to empower tech companies to enhance brand loyalty and drive sales by deeply understanding the impact of emotional and rational/functional advertising's influence on consumer behavior. In an industry marked by rapid innovation (Van Kuiken, 2022) and fierce competition, deciphering the impact of different advertising approaches emerges as a strategic imperative for companies striving to forge enduring connections with their consumer base.

Moreover, while emotional and rational/functional advertising has been widely studied in other industries, there is a significant research gap concerning their specific effectiveness within the tech sector. Previous studies (Geuens et al., 2011; Han et al., 2018; Akbari, 2015) indicate that emotional appeals tend to generate more favorable attitudes toward ads, while rational appeals have a stronger influence on purchase intentions and brand loyalty. However, the role of brand trust as a mediator in these relationships, particularly in a highly innovative and technology-driven context, remains underexplored. This dissertation aims to fill this theoretical gap by providing a detailed analysis of how emotional and rational/functional advertising strategies impact tech-savvy consumers and offering valuable insights that can inform advertising strategies in the tech industry.

The findings derived from this study extend beyond academic fields, offering valuable insights that can directly inform and shape advertising strategies within the tech sector. This research aims to equip companies with the knowledge necessary to refine their marketing approaches, potentially leading to more impactful and resonant campaigns by uncovering the effectiveness of emotional and rational/functional advertising.

The implications of this study extend to both tech companies and their marketing teams. For companies, understanding the nuances of emotional and rational/functional advertising's

impact on consumer behavior is crucial for fostering deeper connections with their target audience, thereby cultivating loyalty and driving sustained sales growth. Simultaneously, for marketers, the insights obtained from this research serve as a guidebook, enabling them to craft more compelling advertising strategies tailored specifically for the discerning tech consumer.

By crossing the gap between theoretical insights and practical applications, this study aspires to offer actionable and useful insights. It aims to navigate the complex and ever-evolving terrain of advertising strategies within the tech landscape. The goal is to arm tech companies and their marketers with the knowledge necessary to navigate this dynamic landscape adeptly, ultimately contributing to enhancing brand-consumer relationships and fostering sustainable business growth within the tech industry.

1.3 Research questions

1. Do the levels of attitude towards the advertising vary according to the type of advertising (emotional and rational/functional) for clients/non-clients and product categories?
2. How do emotional and rational/functional advertising contribute to building and maintaining brand loyalty, and influence purchase intent among tech consumers?
3. What is the mediating role of brand trust in the relationship between advertising attitudes and consumer behaviors (purchase intent and brand loyalty) in the tech industry?

1.4 Research objectives

This research extensively explores the multifaceted dimensions of emotional and rational/functional advertising within the dynamic realm of the tech industry. The primary objective is to scrutinize the potency of emotional and rational/functional advertising strategies and discern their direct impact on two pivotal metrics: brand loyalty and purchase intent among tech-savvy consumers. It also aims to examine the differences in consumer attitudes towards emotional and rational/functional advertising in the tech industry, focusing on clients and non-clients across various product categories while also investigating the mediating role of brand trust in this relationship.

To achieve these objectives, the study proposes constructing a comprehensive conceptual model. This model seeks to elucidate the interplay between advertising effectiveness and the mediating role of emotional and rational/functional appeals within the tech advertising landscape. It aims to delineate the nuanced relationships among various facets of emotional advertising, encompassing elements such as emotional resonance, consumer perceptions, and their consequential effects on brand loyalty and purchase intent.

Central to this conceptual model is the intention to map out the efficacy of emotional and

rational/functional advertising strategies within the tech industry. The research aims to identify the drivers that lead to heightened brand loyalty and increased purchase intent by discerning the mechanisms through which emotional and rational/functional appeals resonate with tech consumers. Furthermore, the model will account for contextual factors that might influence these relationships, such as consumer demographics, preferences, and the nature of the advertised tech products or services.

This ambitious conceptual framework is a blueprint for a holistic understanding of advertising's impact in the tech sector. It aspires to untangle the complexities underlying consumer responses to different appeals, paving the way to comprehend how these responses directly translate into strengthened brand loyalty and amplified purchase intent.

1.5 Dissertation structure

The structure of this master's thesis comprises six primary chapters.

The initial chapter outlines the thesis topic, addressing the research problem's significance, relevance, and objectives. It also delineates the research questions and provides an overview of the dissertation's structure.

Chapter two delves into the literature review, examining the concepts of Advertising, Consumer Attitudes Towards Advertising in the Tech Industry, Emotional Advertising, and Rational/Functional Advertising. Additionally, it compares Emotional and Rational/Functional Advertising and explores Purchase intention and Brand Loyalty and their connection to emotional advertising. It also investigates the mediating Role of Brand Trust. Research hypotheses are developed and explained in this chapter throughout the investigation of these topics. Finally, the comprehensive research model is introduced and defined, setting the stage for the subsequent chapters.

In chapter three, there's a contextualization of the study.

Chapter four details the research methodology encompassing the research approach, data collection methods, questionnaire structure, sample information, and data measurement techniques, including scales employed.

Chapter five presents the research findings and discusses and evaluates the research hypothesis's validity.

Lastly, chapter six encapsulates the primary research conclusions and their theoretical and practical implications. It culminates by discussing the research's limitations and proposing recommendations for future studies.

CHAPTER 2

Literature Review

2.1 Advertising

2.1.1 Concept

When newspapers and magazines were the sole available media sources, advertising was defined as delivering an idea or proposal to the public, typically through printed materials, intending to encourage them to act based on that proposal (Starch, 1914). When radio and later television were born, advertising's definition changed to paid messages from a recognized sponsor employing mass media channels to sway an audience's opinions (Rodgers & Thorson, 2012). Due to technological transformation that altered the media landscape, its structure, and how consumers reacted, advertising's impact expanded (Kerr & Richards, 2020), and the definition of advertising itself has also changed (Rodgers & Thorson, 2019).

The fundamental definition of advertising now revolves around the sender being an advertiser intending to persuade, broadening the avenues for message dissemination (Rodgers & Thorson, 2019). Fueled by technology, advertising is a constantly evolving field where the foundations consistently change, demanding a flexible approach to its definition due to its dynamic nature (Kerr & Richards, 2020).

Advertising is a common tool for shaping consumer purchasing decisions by delivering persuasive messages about products and services (Zhang et al., 2011, as cited in Han et al., 2018). These messages typically fall into two categories based on their content: emotional and rational/functional (Lee & O'Connor, 2003; Li et al., 2009; Zhang et al., 2011, as cited in Han et al., 2018; Zhang et al., 2016).

Emotional advertisements are primarily linked to eliciting consumer emotions, whereas rational/functional advertisements convey product information (Zhang et al., 2016).

2.1.2 Consumer Attitudes Towards Advertising in the Tech Industry

Attitudes toward advertising refer to a predisposition to react positively or negatively to a specific advertising message during a particular exposure (Lutz, 1985). According to the theory of planned behavior, attitude is the primary factor influencing behavioral intentions, and it plays a vital role in customers' decision-making process during purchases (Ajzen, 1991; Chen et al., 2017).

Consumers develop attitudes toward advertisements by assessing the messages and

information presented through images or words (Sander et al., 2021). The visual components of an ad, including images and text, can shape consumer attitudes toward brands as they form perceptions based on the presented visual information (Mitchell, 1986).

Attitude toward advertising is also a key indicator of the effectiveness of an advertisement (Wang & Sun, 2010). Empirical studies have shown that a positive attitude toward advertisements significantly boosts purchase intentions (Kurtz et al., 2021; Lee et al., 2017; Zhu & Kanjanamekanant, 2021).

While the impact of attitudes toward advertising is clear, the role of content in shaping these attitudes cannot be overlooked. In particular, technology often plays a subtle yet important role in high-tech advertisements, especially for companies recognized for technological innovations or market successes (Gerhard et al., 2011).

Frequently, customers face challenges in grasping the intricacies of technically advanced products (Panda et al., 2013). Assessing a brand becomes more intricate when customers encounter technology and product features that appear overly complex (Panda et al., 2013). Particularly, products or services rooted in high technology are among the most challenging to promote based on emotional appeal (Panda et al., 2013). Researchers believe emotional or affective strategies can stimulate buying behavior without delving into intricate information processing and rational cognitive reasoning (Panda et al., 2013).

Li (2019) says evoking emotional responses in advertisements is important. Still, the goal isn't just to trigger emotions but to understand how those emotions influence consumers' evaluations of the ad, specifically attitudes toward advertising.

One of the factors influencing attitudes toward advertising is the type of appeal used in the advertisement (Akbari, 2015). Gerhard et al. (2011) study evaluated the content of 110 advertisements showcasing consumer electronics products to investigate the communication strategies employed in presenting these products and their integrated technology to customers, the results confirmed that advertising for high-tech products is predominantly informative, focusing on rational appeals, and highlight products that are at the initial phase of their life cycles. In contrast, the findings indicated that the presence of technology, its superiority, and its functionality do not hold significant importance within the advertisements.

Certain products, such as software, chips, automobiles, and mobile phones, are introduced with a deliberate strategy of planned obsolescence (Panda et al., 2013). Employing affective approaches can help maintain a continuous connection with customers (Panda et al., 2013). Given the swift evolution of cognitive advantages and product features, there is potential to foster customer acceptance of different product versions through affective appeals (Panda et al., 2013). Although appeals may not encompass all the attributes of a product, they cultivate an environment that stirs the target audience's desires toward the product (Akbari, 2015).

When emotions are triggered, customers may base their purchase decisions solely on their

attitudes toward the advertisement without needing to process all the brand-related information (Zhu & Kanjanamekanant, 2021).

2.1.3 Emotional Advertising

In consumer behavior, an increasing curiosity has emerged regarding exploring the impact of emotions on persuasive appeals (Panda et al., 2013). Emotional advertising has become increasingly popular since the 1980s, and there has been a growing interest in the role of emotions in attitude formation (Geuens et al., 2011).

Advertising companies endeavor to create a lasting impact on consumers' memories by leveraging emotional strategies (Chirig et al., 2023). Emotional advertisements showcase products' subjective and symbolic benefits, aligning with consumer expectations and inner desires (Han et al., 2018). Their objective is to evoke positive emotions in consumers and establish a strong connection between the organization and its audience (Lee & O'Connor, 2003; Zhang et al., 2011, as cited in Han et al., 2018; Zhang et al., 2016).

Panda et al. (2013) stated that the inclusion of emotional appeals in advertising strategies is recognized for its capacity to fortify brands by introducing an additional layer of uniqueness. This aligns with various motivation theories, like the Elaboration Likelihood Model of persuasion (ELM), which suggests that emotional appeals possess a greater capacity to sway individuals who might otherwise lack the motivation or capability to process a message cognitively (Wisker, 2022).

For many years, the emotional aspect of advertising was associated with the notion that prior cognitive processes were essential for decision-making (Morris et al., 2002, as cited in Gómez et al., 2020). In the modern age of emotional consumption, customers seek emotional gratification and psychological identity in addition to quantity, quality, and price when buying (Bin, 2023).

According to research, humans possess an enhanced perception of emotionally relevant information; for example, they recognize quickly and endorse emotionally congruent information, such as facial expressions (Blanchette & Richards, 2003; Nabi, 2003; Richards et al., 2002).

As proposed by Temporal (2000, as cited in Ghodeswar, 2008), the focus in branding should center on enhancing the psychological value of products, services, and businesses by incorporating intangible benefits, such as emotional connections, beliefs, values, and sentiments that individuals associate with the brand. This ability to infuse a product, service, or corporation with emotional significance beyond its functional value is a substantial source of value creation (Sherrington, 2003, as cited in Ghodeswar, 2008). Such emotional associations can strongly distinguish the brand in the customer's perception compared to

competitors' offerings (Ghodeswar, 2008).

Even tech giants like Google and Intel, renowned for emphasizing the rational aspects of their products and messages, find themselves irresistibly drawn to the allure of emotional appeal (Bhatia, 2019).

Examining Apple's advertising campaigns, one can observe the brand aligning itself with individuals who drive change and possess a visionary outlook to reshape the world (Panda et al., 2013). This strategic alignment positions the brand as a catalyst for change, setting it apart from competitors in a crowded market (Panda et al., 2013). This approach justifies their premium pricing and establishes an emotional connection with their customer base (Panda et al., 2013). Similarly, Mercedes Benz employs the tagline "sometimes words can be hopelessly inadequate" (Panda et al., 2013). Both brands refrain from rationalizing the premium they charge; instead, they focus on forging emotional bonds with their customers (Panda et al., 2013).

Numerous advertising campaigns for high-tech products, such as Intel and Apple, employ emotional appeals characterized by unique musical or color choices and tonalities (Panda et al., 2013). This approach effectively nurtures a robust brand connection by redirecting consumers' attention from the product's specific features and versions to the various facets of the relationship (Panda et al., 2013). Products and their messages communicate through a language rich in emotional resonance (Bhatia, 2019).

Emotional advertising is more effective for certain product categories than others; it tends to elicit more positive responses for hedonic products when compared to utilitarian products (Geuens et al., 2011; Pham et al., 2013). This suggests that emotional advertising may be particularly effective in the tech industry, where many products are designed to provide enjoyable experiences for consumers, the emotional effects induced by advertisements may have a more substantial influence on how customers perceive and evaluate the brand when the products or services offered by the brand are associated with pleasurable and enjoyable experiences (hedonic), such as entertainment or gaming devices. However, the impact of emotional advertising may be less pronounced for technology products primarily designed for practical, utilitarian purposes, like office software or hardware.

Hanssen's (2009, as cited in Pham et al., 2013) findings suggest that marketers tend to use different types of advertising for search goods than for experience goods and that the impact of advertising is greater for experience goods. Additionally, the same authors note that the impact of advertising might be 50% higher for durable goods than for nondurable goods, which suggests that emotional advertising campaigns for tech products that are designed to last a long time, such as smartphones, laptops, and gaming consoles, may be particularly effective.

Vrtaňa and Křižanová (2023) found that using emotional appeals in advertising tends to

have a more adverse impact on consumers than a positive one. The authors highlight that prevailing tendencies to leverage emotional appeal can encourage impulsive and irrational purchasing behaviors. Emphasizing the need for brands to thoughtfully integrate emotional appeal into their advertising to maintain authenticity and protect the effectiveness of their messages (Saada et al., 2022). Emotional appeals should be employed with a basic understanding of how it affects the customer brand knowledge (Panda et al., 2013).

This notion is underscored by the adverse impacts of emotional advertising on brands observed in the past (Panda et al., 2013). Kodak, for example, exemplifies this phenomenon, as it could have opted for a feature-based advertising approach for its disposable camera, emphasizing functionality as the basis for choices (Panda et al., 2013). Instead, they pursued emotional advertising, deviating from their parent brand's focus on moments and memories, which did not benefit the brand (Panda et al., 2013). A more rational appeal could have effectively highlighted the value for money, considering factors like usability and expendability (Panda et al., 2013). Still, the emotional appeal failed to establish this rational connection with the brand (Panda et al., 2013).

Other factors, such as individual characteristics like gender and age, could potentially complicate the association between emotional response and the evaluation of advertising (Panda et al., 2013).

Overall, overusing emotional appeals threatens the brand's health and should be employed with a fundamental understanding of its impact on customers' brand awareness levels (Panda et al., 2013).

2.1.4 Rational/Functional Advertising

Functional advertising employs functional and rational appeals, emphasizing the product's features (Parker et al., 2020).

Rational advertisements aim to convey information without emotional content, aiming to persuade the intended audience through appeals to logic and sound reasoning (Casais & Pereira, 2021). Rational advertising appeals deliver information that holds immediate significance for the target audience and presents data that they acknowledge as factual (Casais & Pereira, 2021).

It aims to connect consumers and the products by rationally and objectively conveying information about product features, quality, technology, and price; it can disseminate new information and educate prospective customers (Han et al., 2018; Lee & O'Connor, 2003).

2.1.5 Emotional and Rational/Functional Advertising in the Tech Industry

Emotional appeals featured in advertisements primarily target the psychological aspects of consumers' desires and the emotions linked to the product (Bovée & Arens, 2000, as cited in Mogaji & Danbury, 2017), they aim to elicit either favorable or unfavorable emotions, ultimately driving purchase motivation (Goldberg & Gorn, 1987, as cited in Rietveld et al., 2020; Hong-Xia et al., 2014), tend to yield better recall rates (Choi & Thorson, 1983, as cited in Rietveld et al., 2020) and have a greater impact on consumers' perceptions of advertisements and their purchase intentions when compared to informative appeals (Rietveld et al., 2020).

A study by Guitart and Stremersch (2020) examined the impact of informational and emotional appeals in over 2,000 television advertisements promoting 144 car models over four years. The research explored how these appeals influence online search activity and sales. The study revealed that enhancing the emotional content of advertisements leads to increased online search activity, whereas increasing the informational content does not yield the same effect. Notably, informational and emotional content have a positive impact on sales. However, the study also observed that increased informational content results in more incremental sales for low-priced and low-quality cars than for high-priced and high-quality ones.

Conversely, a boost in emotional content generates more incremental sales for high-priced cars compared to their low-priced counterparts (Guitart & Stremersch, 2020). The analysis of these results suggested that prioritizing emotional content in advertisements is advisable for managers of high-priced and high-quality cars. Conversely, for managers of low-priced and low-quality cars, emphasizing emotional content is recommended when aiming to boost online search activity, while focusing on informational content is advisable when the objective is to increase sales (Guitart & Stremersch, 2020). These findings suggest that in the tech industry, advertising strategies should prioritize emotional appeal for high-quality, premium products while tailoring the approach to low-priced items.

Functional advertising tends to be less impactful when targeting consumers with limited familiarity with products, particularly those containing extensive unfamiliar and technical details that may hold back consumers from fully comprehending their benefits (Han et al. 2018). In contrast, in such situations, emotional advertisements are thought to be more effective (Han et al., 2018). Emotional ads typically omit technical details and consistently communicate how the products align with the consumer's needs (Lee & O'Connor, 2003).

In cases where consumers lack the necessary product knowledge to process functional appeals, such as technical specifications or advanced product features (Lee & O'Connor, 2003), businesses can complement functional ads with emotional advertisements to elicit favorable emotions in consumers regarding the products (Zhang et al., 2016). This can be achieved through peripheral routes, such as appealing to family bonds, friendship, or respect (Zhang et al., 2016). Consequently, companies can use emotional ads to communicate brand

information that aligns with their customer's expectations and unspoken desires. These emotional ads facilitate establishing strong customer relationships and potentially increase customer lifetime value (Zhang et al., 2016).

Bass et al. (2007) conducted a study investigating the impact of various advertising themes on the sales performance of a telecommunications service provider. Their findings indicated that emotional advertisements exhibit a slower rate of decline in effectiveness compared to informational ones. Geuens et al. (2011) discovered that emotional advertisements surpass non-emotional ones regarding attitudes toward the ad and the brand itself.

Chandy et al. (2001) determined that in emerging markets, appeals centered on arguments prove to be more impactful compared to mature markets. In contrast, emotional appeals demonstrate greater effectiveness in mature markets than emerging ones. Janssens and De Palsmacker (2005) found that emotional content is not enough, and neither is the transmission of extensive information, meaningful emotional appeals serve as a catalyst, prompting consumers to engage with brand-related information.

In Kim et al. (2020) research, rational/functional advertising is shown to have a notably positive impact on advertising attitudes, especially when it comes to utilitarian products such as technology. Research highlights that such ads use logical reasoning to communicate product benefits, which enhances consumers' perception of the practical value. This approach, in turn, contributes to more favorable attitudes toward the advertisement itself.

Antonio Damásio's (2012) theory demonstrates the importance of emotions in decision-making, significantly influencing advertising attitudes (Pham et al., 2013).

Geuens et al. (2011), Han et al. (2018), and Solomon's (1992) findings show that emotional appeals, compared to rational ones, elicit stronger reactions and positive attitudes, especially for brands relying on emotional connections to distinguish themselves from competitors.

According to these findings, the following hypotheses are proposed to integrate into the model:

P0: The level of attitude towards the advertising varies according to the type of advertising (emotional and rational/functional), client status (clients/non-clients), and product categories.

H1: Emotional advertising in Tech has a positive effect on advertising attitudes.

H1a: Emotional advertising in Tech has a more positive effect on advertising attitudes than Rational/Functional advertising in Tech.

H2: Rational/Functional advertising in Tech has a positive effect on advertising attitudes.

2.2 Purchase Intention in the Tech Industry

Purchase intention emerges when consumers consciously choose products or services, a decision influenced by the alignment of the impression or attitude conveyed to them with their expectations (Spears & Singh, 2004). Purchase intent is commonly regarded as the indirect result of one's attitude toward advertising (Van der Veen & Haiyan, 2013). Clow et al. (2008) state that a consumer's desire to purchase must be motivated by a positive attitude toward the advertisement and the brand. In the decision-making process of purchasing, brand recall and brand awareness play a crucial role in determining which brand consumers will contemplate (Srivastava & Dorsch, 2019).

Studies have demonstrated that emotions significantly influence purchase intention (Ruiz & Piñero, 2004) and that there's a favorable association between emotional appeals in advertising and constructive behavioral intentions, including purchase intent (Lee & Hong, 2016; Wisker et al., 2019). Essentially, emotional advertising appeals result in increased purchases (Srivastava & Dorsch, 2019).

Consumers are drawn to advertising and the messages it conveys, and this attraction is evident in their actions and purchase intentions (Varadarajan, 2020). Liking/preference for an advertisement could result in the formation of a favorable attitude toward a brand, ultimately increasing the intention to make a purchase (Panda et al., 2013). Advertising possesses a significant potential to sway and convince individuals, and even seemingly harmless advertisements can elicit alterations in consumer behavior that impact their purchase intention (Rodrigues et al., 2021).

Eisend (2008) noted that humor in advertising had a more pronounced effect on purchase intention and positive perceptions in certain conditions. According to Vrtaňa et al. (2020) research, most consumers choose to buy a product after seeing emotionally appealing advertisements.

To reiterate, purchasing decisions can be influenced by emotional advertising appeals (Vrtaňa & Křížanová, 2023). Establishing an emotional bond with customers has the potential to enhance the enduring sustainability of their purchasing behavior (Vrtaňa & Křížanová, 2023).

2.3 Brand Loyalty in the Tech Industry

According to Aaker (1991, as cited in Ghodeswar, 2008) and Coelho et al. (2018), brand loyalty refers to the emotional connection a customer establishes with a particular brand. This connection reflects the consumer's inclination to remain faithful to the brand and is indicative of their intention to make purchases (Aaker, 1991, as cited in Ghodeswar, 2008; Atulkar, 2020). Brand loyalty is the strong, unwavering dedication to repeatedly choose a favored product or service in the future, resulting in recurrent purchases from the same brand or a particular set

of brands; however, it's important to note that external factors and marketing endeavors can still influence the possibility of consumers switching their preferences, despite this commitment (Oliver, 1999).

Consumers may recollect emotions triggered by advertising in the post-purchase stage; these recalled emotions impact their subsequent behaviors, including brand loyalty (Geng & Li, 2018). Kemp et al. (2020) study results point to the idea that utilizing emotion-based themes in advertising plays a role in nurturing brand engagement tendencies and promoting brand advocacy. When consumers respond positively to an advertisement, it increases their propensity to make repeat purchases (MacKenzie & Lutz, 1989).

Employing emotional advertisements enables companies to forge emotional bonds with customers, potentially leading to a higher degree of brand loyalty (Zhang et al., 2016). Within the marketing endeavors of businesses, fostering a strong bond between consumers and the brand is the pivotal factor in delivering enduring value to the enterprise (Bin, 2023).

Srivastava & Dorsch (2019), Panda et al., 2013 and MacKenzie & Lutz (1989), studies show that advertising appeals - emotional and rational – directly influence consumers' purchase intentions and long-term brand loyalty.

A positive reaction or preference for an advertisement can lead to a favorable attitude toward a brand, which may boost the intention to purchase (Panda et al., 2013).

Given the findings reported in the literature, the following hypotheses were developed for the present study:

H3: Emotional and Rational/Functional advertising in the tech industry influence advertising attitudes that significantly enhance purchase intent and brand loyalty.

In their study of brand loyalty, Chaudhuri and Holbrook (2001) discovered that brand trust played a significant role as an antecedent to brand loyalty.

2.4 Mediating Role of Brand Trust

Brand trust is defined as the inclination of the typical consumer to trust in the brand's capability to fulfill its stated function (Chaudhuri & Holbrook, 2001). Brand trust is the consumer's readiness to depend on a brand and its commitments, viewed as an important antecedent of brand loyalty (He et al., 2012). Brands that instill trust tend to be bought more often; trust influences actions (Atulkar, 2020; Bin, 2023).

According to Bin (2023), when consumers place their trust in a particular product or brand, it cultivates a positive intent to make a purchase, potentially translating into actual buying behavior. Conversely, if consumers lack trust or disassociate from a specific product, it leads to negative purchase intentions, diminishing the likelihood of buying the product (Bin, 2023). Furthermore, this may result in dissatisfaction with the enterprise associated with the product

(Bin, 2023).

The mediating role of brand trust is supported by Bin (2023), who found that trust in a brand can bridge positive advertising attitudes and the consumer's intent to purchase.

Brand trust plays a key role in shaping brand loyalty, as demonstrated in the studies by Atulkar (2020) and Bin (2023).

Therefore, the following research hypotheses are proposed:

H4a: Brand trust mediates between advertising attitude and purchase intent.

H4b: Brand trust mediates between advertising attitude and brand loyalty.

2.5 Conceptual Model

Decades ago, the S-O-R model emerged as a valuable framework aiding researchers in deciphering consumer behavior and experiences; it has since gained significant traction in environmental psychology, exploring environmental stimuli's impact on such behavior (Turley & Milliman, 2000).

As such, the conceptual model used in this study, as depicted in Figure 2.2, draws upon Mehrabian and Russell's (1974) S-O-R model. This framework incorporates three key perspectives: the environmental stimuli triggering consumer reactions, encompassing external factors (S), the organism responding (O), and the resulting authentic response (R) (Thomas et al., 2021) (Figure 2.1). Within this model, the relationship between an organismic component and human behavior (response, action) is delineated; this component encompasses biological structures, processes, and psychological structures and functions (Thomas et al., 2021).

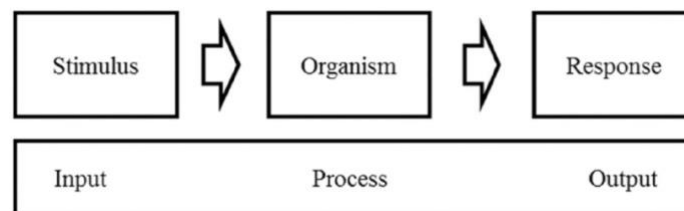


Figure 2.1 - Conceptual framework of S-O-R theory

Based on the data gathered in the preceding section and the suggested hypothesis, the following research model was developed:

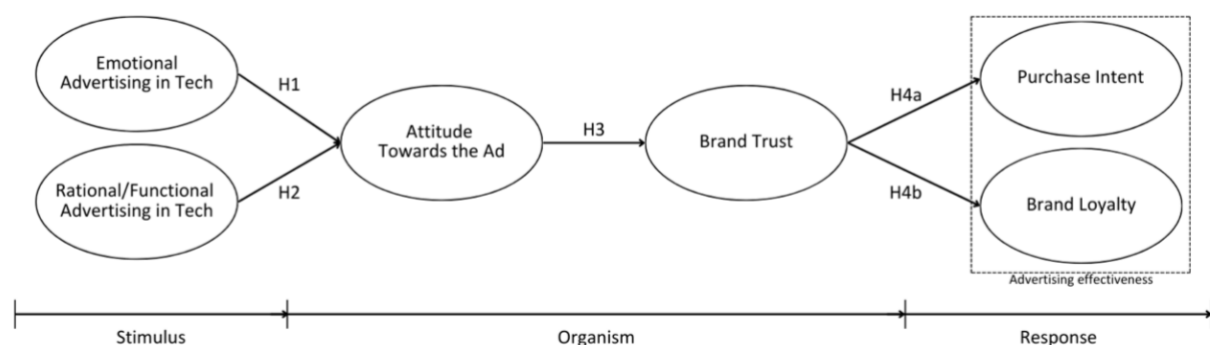


Figure 2.2 - Proposed research model

This study focuses on emotional and rational/functional advertising, serving as external stimuli. Positioned at the core of this model is the attitude toward advertising. This element functions as an intermediary between the stimuli provided by the company and the subsequent consumer response. Within this organismic section, brand trust emerges as a mediator, influencing the stimulus-response relationship and interactions between other elements and responses.

Thus, to summarize the proposed proposition and hypothesis:

P0: The level of attitude towards the advertising varies according to the type of advertising (emotional and rational/functional), client status (clients/non-clients), and product categories.

H1: Emotional advertising in Tech has a significantly positive effect on advertising attitudes.

H1a: Emotional advertising in Tech has a more significantly positive effect on advertising attitudes than Rational/Functional advertising in Tech.

H2: Rational/Functional advertising in Tech has a significantly positive effect on advertising attitudes.

H3: Emotional and Rational/Functional advertising in the tech industry influence advertising attitudes that significantly enhance purchase intention and brand loyalty.

H4a: Brand trust mediates between advertising attitude and purchase intent.

H4b: Brand trust mediates between advertising attitude and brand loyalty.

CHAPTER 3

Contextualization

Respondents were exposed to six tech-related TV advertisements, representing emotional and rational/functional advertising strategies, from three distinct brands (Vodafone, Tesla, and Samsung). These advertisements were selected through a focus group with marketing master's students to ensure a diverse representation. The sequence in which participants were exposed to the three brands was randomized to minimize any potential "order effects".

Vodafone is a telecommunications company that provides mobile and fixed-line services globally and is known for its innovation and widespread network coverage (*Vodafone Portugal – 5G, Telemóveis, Internet, Televisão*, n.d.).

The Vodafone ad "It's never too late to listen to your heart" is an emotional ad that encourages contemplation of the significance of acceptance and love in their diverse forms, crucial for individual well-being, interpersonal connections, and societal harmony. In only one minute, it serves as a gentle reminder that regardless of life's challenges, deeply rooted biases, or societal pressures, there's always an opportune moment to open our hearts, rebuild connections, and embrace life authentically and fully. By highlighting the pivotal role of family bonds and cross-generational relationships in fostering personal fulfillment, the ad encourages us to view the youth as catalysts for positive change and inspiration for significant and subtle transformations that collectively contribute to nurturing a more inclusive and prosperous world. The narrative depicts a woman who fondly recalls a past love story in the context of Christmas Eve, inspired by the courage exhibited by the younger members of her family, encouraging her to take the first step towards reigniting a connection previously suppressed by societal prejudices and the fear of societal rejection. "No matter how much other voices are heard, it is never too late to listen to your heart" is the motto of Vodafone's Christmas 2023 campaign launched in Portugal ("Campanha De Natal Da Vodafone Inspira a 'Ouvir O Coração,'" n.d.).

The Vodafone ad "Smart Router with Wi-Fi 6" was launched in Portugal in 2021 and lasts 47 seconds ("Vodafone Lança Novo Smart Router Wi-Fi 6 Com Melhor Performance E Velocidades Até 2,5 Vezes Mais Rápidas," n.d.). It is a functional ad that enumerates all the benefits and specifications of the product depicted in it.

Tesla is an innovative electric vehicle and clean energy company known for its cutting-edge technology, sustainability initiatives, and forward-thinking approach to transportation (*Veículos Elétricos, Energia Solar E Energia Limpa | Tesla Portugal*, n.d.).

The "Feel It" ad from Tesla is an emotional advertisement released in 2018 in several global markets (Wang, 2022). The protagonist is a man whose musical talent has been evident since childhood, deriving joy from playing the violin, attending concerts, and enjoying music at

home. The ad briefly depicts significant moments in his life: his debut violin performance, marriage, fatherhood, and hosting personal recitals. However, life presents challenges as he gradually loses his hearing, struggling to hear his daughter's calls and the music he plays until he becomes deaf. On his birthday, his daughter surprises him with a drive in a Tesla along an unknown route. Despite his deafness, he communicates using sign language, expressing apprehension. His daughter activates Tesla's autonomous driving to reassure him, handing over control to connect with him. Arriving safely, they find enormous speakers and a turntable. This ad is deeply moving, conveying a narrative and a message: highlighting the product's features through a story of autonomy and connectivity. In just 90 seconds, it encapsulates the profound bond between father and daughter, underscoring the synergy between humanity and technology.

The one-minute Tesla "Revolutionize Your Commute" ad from 2016 is a functional ad released in various markets globally (*Revolutionize Your Commute*, 2016). It primarily focuses on showcasing the practical benefits and features of Tesla vehicles, particularly in transforming daily commutes. The ad likely emphasizes electric power, efficiency, and environmental friendliness.

Samsung is a multinational conglomerate known for its diverse range of products, including electronics, smartphones, appliances, and more. It is recognized for innovation, quality, and global presence (*Samsung Portugal | Smartphones | TV | Eletrodomésticos*, n.d.).

The one-minute ad "The Spider and the Window" one of 2022's most-awarded ads, is an emotional advertisement from Samsung, released in various markets globally (Houston, 2023). It depicts Sam, a petite terrarium spider, that ever since she laid her many eyes on the Samsung Galaxy S22 on a poster outside her window, the arachnid found it difficult to shake thoughts of the Galaxy S model from her mind. Day in and day out, she gazed longingly at it across the street, struggling with the rollercoaster of her emotions. The ad emphasized the Samsung Galaxy S22's innovative camera technology, aiming for a robust presence in the fiercely competitive smartphone industry.

Samsung's "Samsung Galaxy S10" ad from 2019 lasts one minute and is a functional ad released in various markets globally (Scanu, 2019). It displays all the functionalities of this new-generation smartphone.

CHAPTER 4

Methodology

4.1 Research Design

This study seeks to investigate the impact of emotional and rational/functional advertising strategies in the tech industry on advertising attitudes, purchase intent, and brand loyalty while also exploring the mediating role of brand trust in the relationship between advertising attitudes and consumer behaviors such as purchase intent and brand loyalty. The research aims to test the proposed hypotheses using a quantitative approach, which allows for numeric forecasts and facilitates data collection from a significant sample size, assisting in generalization and pattern recognition.

Given that the focus is on understanding consumer behavior and perceptions, a questionnaire survey method was employed as the primary data collection technique. Employing surveys and questionnaires is a widely used approach for assessing consumer behavior; through these tools, researchers gather data on consumer preferences, buying patterns, brand perceptions, and demographic traits (Vrtaňa & Křížanová, 2023). The analysis of survey responses yields quantitative insights related to consumer behavior (Vrtaňa & Křížanová, 2023).

4.2 Survey Design

4.2.1 Survey Structure

The survey is divided into distinct sections to capture consumer insights effectively. The initial part introduces the topic and provides a brief overview of the questionnaire. Following this, the second section delves into the consumer profile, a crucial aspect of gathering demographic data that could potentially influence opinions and behaviors.

Furthermore, within each brand evaluation, uniform sub-sections are present across all brands. Respondents are tasked with evaluating statements aimed at measuring variables within the research model. These sub-sections include an assessment of brand trust, presentation of emotional or rational/functional ads, questions regarding emotional or rational/functional advertising, assessment of advertising attitude, and inquiry into whether the respondent is a client of the brand. For those who are clients, the survey proceeds to explore brand loyalty, while for non-clients, it transitions to examine purchase intent.

4.2.2 Data Measurement & Scales

The questionnaire items were formulated using scales identified in the existing literature to assess each variable within the model. The following display illustrates the number of items for each scale and links each variable to its corresponding scale author (Table 4.1).

All the items of the scales were measured according to a 5-point Likert scale from 1 – Strongly disagree to 5 – Strongly agree.

Regarding the demographic variables, gender was measured between “Female”, “Male” and “Other/Rather not answer”. Age was measured and divided into four groups (18-25 years old, 26-35 years old, 36-49 years old, and over 50 years old). Education was measured and divided into five groups (Primary education, High School Degree, Bachelor’s Degree, Master’s Degree, and Doctoral Degree). The current situation was measured and divided into five groups (Student, Student-Worker, Worker, Unemployed, and Retired). The net monthly income was measured and divided into four groups (<730€, 730€-1.500€, 1.500€-2.500€, >2.500€).

Table 4.1 – Constructs and sources

<i>Construct</i>	<i>Item</i>		<i>Adapted from</i>
Emotional Advertising (EA)	EA1	The advertising attempts to persuade customers by using emotional appeals.	Zhang et al. (2016)
	EA2	The advertising attempts to persuade customers that after using the products they will feel better (e.g. less guilt, happier, healthier, more fashionable).	
	EA3	The advertising attempts to persuade customers by creating a mood or situation.	
Rational/ Functional Advertising (FA)	FA1	The advertising emphasizes the technological superiority of the brand.	Zhang et al. (2016)
	FA2	The advertising provides detailed information about product attributes.	
	FA3	The advertising emphasizes the firm’s technological competence.	
Attitude Towards the Ad (ATA)	ATA1	I think the ad is good.	Muehling and McCann (1993) as cited in Akbari (2015)
	ATA2	I like the ad.	
	ATA3	I find the ad interesting.	
	ATA4	I find the ad not irritating.	
	ATA5	I find the ad convincing.	
Brand Trust (BT)	BT1	I trust this brand	Geng and Li (2018)
	BT2	This is an honest brand	
	BT3	This brand is safe	
Purchase Intent (PI)	PI1	Given the information shown, I am more likely to purchase the product, than if I had not seen the advertisement.	Stafford (1996) as cited in Akbari (2015); Yi (1990) as cited in Akbari (2015)
	PI2	Given the information shown, I am likely to consider the purchase of the product.	
	PI3	Given the information shown, I am likely to purchase the product.	
Brand Loyalty (BL)	BL1	I will buy this brand the next time I buy this product.	Geng and Li (2018)
	BL2	I intend to keep purchasing this brand.	
	BL3	I am committed to this brand.	
	BL4	I would be willing to pay a higher price for this brand over other brands.	

4.2.3 Pre-Test

Before deploying the questionnaire, a pre-test was conducted. This preliminary test aimed to determine if any modifications or adjustments were necessary for the questionnaire before its actual implementation. For instance, it aimed to determine whether certain concepts required clearer explanations, if any questions or topics elicited confusion, if the examples of emotional and rational/functional advertisements were comprehensible, or if there were redundancies in the questionnaire structure. Additionally, confirming that the selected brands and advertisements aligned with the research objectives was imperative.

This pilot test was conducted on 16 individuals, and some minor suggestions were pointed out by the respondents, such as improving the system's response time.

4.3 Target Population, Sampling & Fieldwork

This research's target population was general consumers from Portugal. The questionnaire was created, and data gathering was conducted from March until May using Qualtrics Survey Software. The questionnaire link was distributed across multiple social media platforms to gather responses. Therefore, the present study utilized purposive sampling, allowing researchers to invite respondents to share the questionnaire link.

863 participants were registered, resulting in 514 surveys being completed in full, indicating an effective response rate of 59.45%. Among these valid responses, 48.3% were female respondents, while 51.5% were male respondents. Additional demographic details of the participants are outlined in Table 4.2.

Of the 514 participants, 31.3% are Vodafone customers (161 out of 514), 3.7% are Tesla customers (19 out of 514), and 31.7% are Samsung customers (163 out of 514) (Table 4.3).

Consumer perceptions of trustworthiness associated with Vodafone (3.76) suggest a generally positive perception of trust, while Tesla's (3.38) indicates a somewhat lower confidence level than Vodafone. On the other hand, Samsung's (3.90) implies a relatively higher level of trust in their brand (Table 4.4).

Table 4.2 – Demographic information

N=514		Frequency	%
Gender	Female	245	48.3%
	Male	261	51.5%
	Other/I rather not answer	1	0.2%
Age	18 – 25	365	72.0%
	26 – 35	42	8.3%
	36 – 49	27	5.3%
	+50	73	14.4%
Education	Basic education	3	0.6%
	High school	79	15.6%
	Bachelors	322	63.6%
	Masters	99	19.6%
	PhD	3	0.6%

Current Situation	Student	226	44.6%
	Student-Worker	87	17.2%
	Worker	162	32.0%
	Unemployed	17	3.4%
	Retired	15	3.0%
Net Monthly Income	<730€	222	46.4%
	730€ - 1.500€	149	31.2%
	1.500€ - 2.500€	58	12.1%
	>2.500€	49	10.3%

Table 4.3 – Customers of the brands

		Company					
		Vodafone		Tesla		Samsung	
		Frequency	%	Frequency	%	Frequency	%
Are you a customer?	Yes	161	31,3%	19	3,7%	163	31,7%
	No	353	68,7%	495	96,3%	351	68,3%

Table 4.4 – Trust in the brands

		Company					
		Vodafone		Tesla		Samsung	
		Mean	SD	Mean	SD	Mean	SD
Rate your trust in the brand – I trust this brand		3.74	.83	3.37	.95	3.91	.92
Rate your trust in the brand – This is an honest brand		3.63	.85	3.30	.93	3.84	.89
Rate your trust in the brand – This brand is safe		3.92	.82	3.47	.98	3.95	.90

4.4 Data Analysis

The data collected from the survey were analyzed using quantitative methods to assess the relationships between emotional and rational/functional advertising strategies, consumer attitudes, purchase intentions, and brand loyalty. The statistical software SmartPLS was employed to perform Partial Least Squares Structural Equation Modeling (PLS-SEM) (Hair et al., 2021). This method was chosen for its robustness in handling complex models with latent variables and its capability to assess the measurement and structural models at the same time (Hair et al., 2021).

Before the analysis, an exploratory examination was conducted using SPSS to check the dataset for missing values, outliers, and normality of the distribution. Descriptive statistics were used to summarize the demographic characteristics of the sample. Multiple paired t-tests were then applied to compare the effects of emotional and rational/functional advertisements across different brands and client statuses.

The PLS-SEM approach was used to test the proposed conceptual model, as it enables the estimation of path coefficients between constructs and the evaluation of their significance through bootstrapping with 5,000 subsamples (Hair et al., 2021). The analysis included two stages: (1) an assessment of the measurement model, which verified the reliability and validity

of the constructs, and (2) an assessment of the structural model, which tested the relationships between the independent and dependent variables.

The evaluation of the measurement model involved assessing several reliability and validity criteria, such as Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE). Discriminant validity was confirmed using the Fornell-Larcker criterion. The structural model was assessed by examining the path coefficients, t-values, and R² values to determine the strength and significance of the hypothesized relationships.

In addition, mediation analysis was conducted to examine the role of brand trust as a mediator between advertising attitudes and consumer behavior (purchase intention and brand loyalty). The mediation effect was tested using indirect effects in the PLS-SEM model, with bootstrapping applied to determine the significance of these indirect paths.

This combination of statistical methods ensures a comprehensive examination of the relationships between emotional and rational/functional advertising and their impact on consumer attitudes, brand trust, and purchase behavior.

CHAPTER 5

Results and Discussion

5.1 Results

The results were analyzed using partial least squares structural equation modeling (PLS-SEM) via SmartPLS software (Hair et al., 2021). The evaluation of the research model was carried out by assessing the measurement model (outer model) and then by examining the structural model (inner model) (Henseler et al., 2015). To validate the hypotheses, a bootstrapping resampling technique with 5,000 iterations was applied.

An exploratory analysis in SPSS was carried out, where everything was found to be in order (Annex B), and also paired t-tests to test proposition *P0*.

5.1.1 Paired t-tests

Paired t-tests were conducted to determine if the level of ATA varies according to the type of advertising (EA or FA), client status (clients and non-clients), and product categories. The results from the paired t-tests across different brands and client types demonstrate noticeable variations in ATA, thereby supporting research proposition *P0* (Table 5.1, Table 5.2).

Firstly, regarding the type of advertising, Table 5.1 reveals significant differences in ATA based on whether the ad is emotional or functional across various brands. For Vodafone, EA tends to have higher mean scores in ATA2, ATA3, and ATA4, while FA scores higher in ATA5. The t-tests show statistically significant differences ($p < 0.05$), confirming that ad type impacts attitudes. Similarly, for Tesla, FA consistently scores higher in all five attitude measures, with significant differences ($p < 0.05$). For Samsung, the results are somewhat mixed, but FA significantly outperforms emotional ones in ATA5.

Secondly, client status also influences attitudes. Table 5.2 illustrates differences in how clients and non-clients perceive ads. Among Vodafone non-clients, EA performs better in ATA1, ATA2, ATA3, and ATA4, while FA dominates ATA5. For Tesla, non-clients show a clear preference for FA across all ATAs, with significant differences ($p < 0.05$), while for clients, the difference between ad types is less pronounced. Similarly, for Samsung, non-clients show notable preferences for FA in ATA1, ATA2, ATA3, and ATA5. These findings demonstrate that client status plays a role in shaping consumers' responses to different types of advertising.

Table 5.1 - Paired t-test by brand

		Mean EA	Mean FA	<i>t</i>	ρ Value (Two-Sided)	H_0 Rejected ($\rho < 0.1$)	Highest Mean
ATA Vodafone	ATA1	3.94	3.94	0.00	1,00	No	Equal
	ATA2	3.84	3.67	2.83	0,01	Yes	E
	ATA3	3.87	3.58	4.63	0,00	Yes	E
	ATA4	3.92	3.70	3.60	0,00	Yes	E
	ATA5	3.47	3.81	-5.50	0,00	Yes	F
ATA Tesla	ATA1	3.84	4.05	-4.84	0,00	Yes	F
	ATA2	3.77	3.96	-4.03	0,00	Yes	F
	ATA3	3.74	3.94	-4.60	0,00	Yes	F
	ATA4	3.86	3.94	-1.79	0,08	Yes	F
	ATA5	3.44	3.93	-9.70	0,00	Yes	F
ATA Samsung	ATA1	3.78	4.01	-4.27	0,00	Yes	F
	ATA2	3.80	3.82	-0.43	0,66	No	F
	ATA3	3.68	3.84	-2.71	0,01	Yes	F
	ATA4	3.79	3.76	0.52	0,60	No	E
	ATA5	3.33	3.86	-9.75	0,00	Yes	F
PI Vodafone	PI1	2.52	3.39	-11.22	0,00	Yes	F
	PI2	2.50	3.30	-10.79	0,00	Yes	F
	PI3	2.27	3.03	-11.46	0,00	Yes	F
PI Tesla	PI1	2.61	3.18	-10.43	0,00	Yes	F
	PI2	2.54	3.02	-9.32	0,00	Yes	F
	PI3	2.34	2.74	-9.05	0,00	Yes	F
PI Samsung	PI1	2.68	3.15	-7.57	0,00	Yes	F
	PI2	2.52	2.98	-7.87	0,00	Yes	F
	PI3	2.39	2.77	-7.36	0,00	Yes	F
BL Vodafone	BL1	3.43	3.53	-1.34	0,18	No	F
	BL2	3.83	3.84	-0.31	0,76	No	F
	BL3	3.39	3.38	0.11	0,91	No	E
	BL4	2.43	2.75	-4.74	0,00	Yes	F
BL Tesla	BL1	3.95	3.95	0.00	1,00	No	Equal
	BL2	4.11	4.11	0.00	1,00	No	Equal
	BL3	3.68	3.84	-0.83	0,42	No	F
	BL4	3.68	3.89	-0.70	0,49	No	F
BL Samsung	BL1	3.48	3.55	-0.83	0,41	No	F
	BL2	3.85	3.75	1.44	0,15	No	E
	BL3	3.24	3.23	0.09	0,93	No	E
	BL4	2.90	3.08	-2.54	0,01	Yes	F

Note: F = Rational/Functional; E = Emotional

Table 5.2 - Paired t-tests by client type

		Mean EA	Mean FA	<i>t</i>	ρ Value (Two- Sided)	H_0 Rejected ($\rho < 0.1$)	Highest Mean	
Vodafone Client	ATA	ATA1	3.90	3.99	-0.85	0,40	No	F
		ATA2	3.81	3.70	0.99	0,33	No	E
		ATA3	3.80	3.57	2.04	0,04	Yes	E
		ATA4	3.88	3.72	1.49	0,14	No	E
		ATA5	3.45	3.84	-3.52	0,00	Yes	F
	BL	BL1	3.43	3.53	-1.34	0,18	No	F
		BL2	3.83	3.84	-0.31	0,76	No	F
		BL3	3.39	3.38	0.11	0,91	No	E
BL4		2.43	2.75	-4.74	0,00	Yes	F	
Vodafone Not Client	ATA	ATA1	3.95	3.92	0.60	0,55	No	E
		ATA2	3.86	3.66	2.75	0,01	Yes	E
		ATA3	3.91	3.58	4.19	0,00	No	E
		ATA4	3.94	3.69	3.32	0,00	Yes	E
		ATA5	3.48	3.79	-4.24	0,00	Yes	F

	PI	PI1	2.52	3.39	-11.22	0,00	Yes	F
		PI2	2.50	3.30	-10.79	0,00	Yes	F
		PI3	2.27	3.03	-11.46	0,00	Yes	F
Tesla Client	ATA	ATA1	4.26	4.11	1.00	0,33	No	E
		ATA2	4.26	4.05	1.17	0,26	No	E
		ATA3	4.05	4.16	-0.49	0,63	No	F
		ATA4	4.37	4.05	1.37	0,19	No	E
		ATA5	4.05	4.42	-1.38	0,18	No	F
	BL	BL1	3.95	3.95	0.00	1,00	No	Equal
		BL2	4.11	4.11	0.00	1,00	No	Equal
		BL3	3.68	3.84	-0.83	0,42	No	F
		BL4	3.68	3.89	-0.70	0,49	No	F
Tesla Not Client	ATA	ATA1	3.82	4.05	-5.03	0,00	Yes	F
		ATA2	3.75	3.95	-4.26	0,00	Yes	F
		ATA3	3.73	3.96	-4.58	0,00	Yes	F
		ATA4	3.84	3.94	-2.07	0,04	Yes	F
		ATA5	3.42	3.91	-9.61	0,00	Yes	F
	PI	PI1	2.61	3.18	-10.43	0,00	Yes	F
		PI2	2.54	3.02	-9.32	0,00	Yes	F
		PI3	2.34	2.74	-9.05	0,00	Yes	F
Samsung Client	ATA	ATA1	3.82	3.99	-1.55	0,12	No	F
		ATA2	3.80	3.83	-0.27	0,79	No	F
		ATA3	3.63	3.88	-2.40	0,02	Yes	F
		ATA4	3.69	3.79	-0.97	0,34	No	F
		ATA5	3.30	3.90	-5.89	0,00	Yes	F
	BL	BL1	3.48	3.55	-0.83	0,41	No	F
		BL2	3.85	3.75	1.44	0,15	No	E
		BL3	3.24	3.23	0.09	0,93	No	E
		BL4	2.90	3.08	-2.54	0,01	Yes	F
Samsung Not Client	ATA	ATA1	3.77	4.02	-4.32	0,00	Yes	F
		ATA2	3.80	3.82	-0.34	0,74	No	F
		ATA3	3.71	3.82	-1.63	0,10	No	F
		ATA4	3.83	3.74	1.33	0,18	No	E
		ATA5	3.35	3.85	-7.77	0,00	Yes	F
	PI	PI1	2.68	3.15	-7.57	0,00	Yes	F
		PI2	2.52	2.98	-7.87	0,00	Yes	F
		PI3	2.39	2.77	-7.36	0,00	Yes	F

Note: F = Rational/Functional; E = Emotional

5.1.2 Measurement model

The assessment of the measurement model for the reflective constructs involved evaluating internal consistency (i.e., composite reliability [CR]), indicator reliability, convergent validity (i.e., average variance extracted [AVE]), and discriminant validity. The details of the outer model are provided in Table 5.3. Item outer loadings are all above 0.70, and the AVE is above 0.50. Consequently, the reliability of the items for the latent constructs is adequate (Hair et al., 2021). Bootstrapping methods were employed to determine the t-statistics for the measurement model. The items are statistically significant at the 0.1% level and were included for further analysis.

Regarding internal consistency reliability, the constructs for EA, FA, ATA, BT, PI, and BL show satisfactory values for Cronbach's alpha and CR, surpassing the threshold criterion of 0.70. Thus, these constructs demonstrate consistent reliability (Hair et al., 2021). The outer loadings for the reflective constructs exceed 0.70, and their AVE is above 0.50, supporting evidence of convergent validity, as an AVE value greater than 0.50 indicates that the construct accounts for more than half of its indicators on average (Hair et al., 2021). The Fornell-Larcker

criterion was subsequently applied to test for discriminant validity. The results indicate that the square root of the AVE for each construct is higher than its highest correlation with any other construct.

The reliability and validity metrics indicate that the constructs measured in the study are reliable and valid, supporting the robustness of the measurement model. This comprehensive analysis ensures that the constructs accurately represent the theoretical concepts they are intended to measure, providing a solid foundation for further structural model evaluation (Hair et al., 2021).

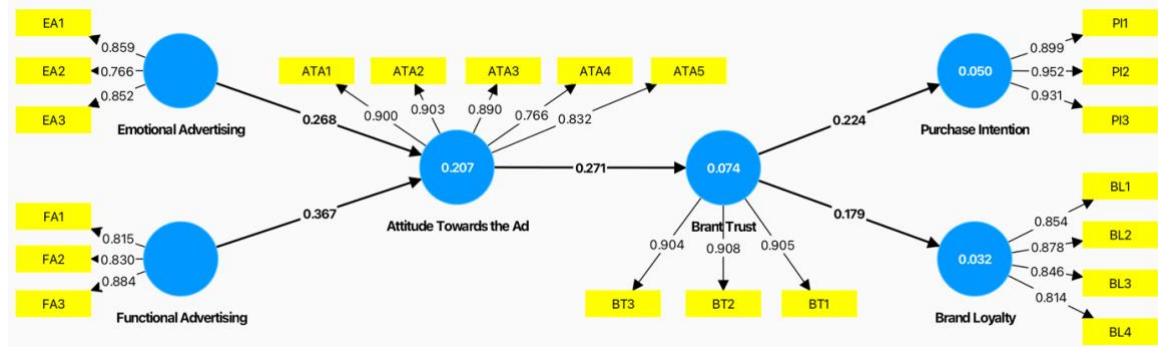


Figure 5.1 - Measurement model

Table 5.3 - Measurement model

Construct	Item	Coefficient	T-statistics	Cronbach's α	CR	AVE
Emotional Advertising	EA1	.86	206,72***	0.77	0.87	0.68
	EA2	.77	198,12***			
	EA3	.85	169,14***			
Rational/ Functional Advertising	FA1	.82	64,34***	0.80	0.88	0.71
	FA2	.83	117,59***			
	FA3	.88	53,99***			
Attitude Towards the Ad	ATA1	.90	93,04***	0.91	0.93	0.74
	ATA2	.90	54,57***			
	ATA3	.89	45,38***			
	ATA4	.77	175,24***			
	ATA5	.83	173,07***			
Brand Trust	BT1	.91	168,61***	0.89	0.93	0.82
	BT2	.91	78,31***			
	BT3	.90	42,37***			
Purchase Intention	PI1	.90	65,76***	0.92	0.95	0.86
	PI2	.95	50,79***			
	PI3	.93	74,76***			
Brand Loyalty	BL1	.85	109,66***	0.87	0.91	0.72
	BL2	.88	122,28***			
	BL3	.86	301,25***			
	BL4	.81	214,57***			

Note: ***, **, * statistically significant at the 0.1%, 1% and 5% level, respectively

5.1.3 Structural model

The evaluation of the structural model involved assessing potential collinearity problems, determining the significance and relevance of the model's relationships, and examining the coefficient of determination (R^2) (Hair et al., 2021). Since the variance inflation factor values are below the threshold of 5.0, collinearity is not a concern.

Subsequently, the path coefficients of the structural model were analyzed. The significance of a coefficient is determined by the standard error derived from bootstrapping (10,000 iterations), allowing for the calculation of t - and p -values. All path coefficients are statistically significant (Table 5.4).

The path coefficients reveal the strength of the direct relationships between variables. The results confirm $H1$, $H2$, $H3$, $H4a$, and $H4b$.

$H1a$ is not supported as the path coefficient for FA to ATA is stronger than EA to ATA, indicating that FA has a more significantly positive effect on ATA compared to EA.

The direct path between EA and ATA and FA and ATA are both statistically significant, which means $H1$ and $H2$ are supported.

The data supports $H3$, as the paths are statistically significant, but the effects on PI and BL are weak, which may limit the practical significance of these findings.

The path coefficients from ATA to BT and from BT to PI and BL are all statistically significant, indicating that BT mediates the effect of ATA on PI and BL, supporting $H4a$ and $H4b$.

The total effects (direct and indirect) of the constructs were also examined. These effects highlight the comprehensive impact of one construct on another, including direct and mediated pathways.

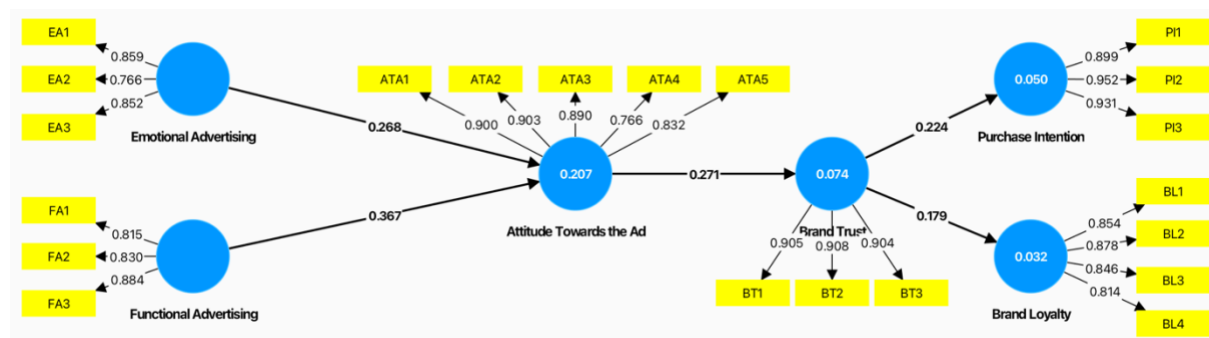


Figure 5.2 - Structural model

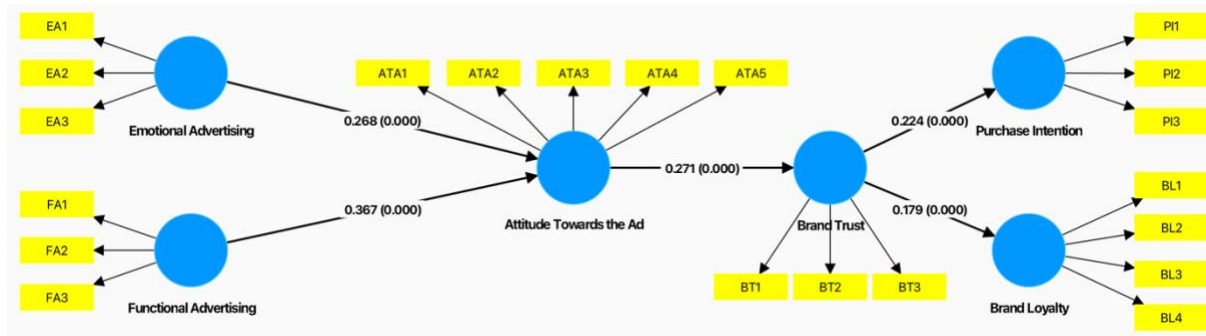


Figure 5.3 - Structural model bootstrapping

Table 5.4 - Structural model estimates

	Coefficient
<i>Path coefficient</i>	
Attitude Towards the Ad -> Brand Trust	0.27***
Brand Trust -> Brand Loyalty	0.18***
Brand Trust -> Purchase Intention	0.22***
Emotional Advertising -> Attitude Towards the Ad	0.27***
Rational/Functional Advertising -> Attitude Towards the Ad	0.37***
<i>Total effects</i>	
Attitude Towards the Ad -> Brand Loyalty	0.05***
Attitude Towards the Ad -> Purchase Intention	0.06***
Emotional Advertising -> Brand Loyalty	0.01***
Emotional Advertising -> Brand Trust	0.07***
Emotional Advertising -> Purchase Intention	0.02***
Rational/Functional Advertising -> Brand Loyalty	0.02***
Rational/Functional Advertising -> Brand Trust	0.10***
Rational/Functional Advertising -> Purchase Intention	0.02***
Note: ***, **, * statistically significant at the 0.1%, 1% and 5% level, respectively	

5.1.4 Results by advertising type

Overall, Table 5.5 provides a clearer picture of the previous findings. The results by advertising type suggest that EA has a more robust impact on ATA than initially estimated, further validating its importance in shaping attitudes (*H1*). It also reinforces the lack of support for *H1a*, as FA has a significantly stronger effect on ATA than EA, with an even clearer distinction.

FA emerged as more persuasive and effective, particularly in a tech industry context where product specifications and technological advancements are paramount. The results suggest that tech consumers are more motivated by logical and practical information, which reassures them about the product's performance and benefits.

H3 is supported, with FA showing slightly stronger effects on PI and BL than EA. Nonetheless, the effects remain modest in magnitude.

The hypothesis testing using multigroup analysis does not reject the null hypothesis of equal coefficients for the model paths for both groups. These results suggest that EA and FA have similar impacts on the coefficients analyzed, with no statistical evidence to assert that one type of advertising is more effective than the other within the context studied.

Table 5.5 - Results by advertising type

	EA	FA
<i>Path coefficient</i>		
Attitude Towards the Ad -> Brand Trust	0.26***	0.29***
Brand Trust -> Brand Loyalty	0.19***	0.17***
Brand Trust -> Purchase Intent	0.23***	0.23***
Emotional Advertising -> Attitude Towards the Ad	0.35***	-
Rational/Functional Advertising -> Attitude Towards the Ad	-	0.58***
<i>Total effects</i>		
Attitude Towards the Ad -> Brand Loyalty	0.05***	0.05***
Attitude Towards the Ad -> Purchase Intent	0.06***	0.07***
Emotional Advertising -> Brand Loyalty	0.02***	-
Emotional Advertising -> Brand Trust	0.09***	-
Emotional Advertising -> Purchase Intent	0.02***	-
Rational/Functional Advertising -> Brand Loyalty	-	0.03***
Rational/Functional Advertising -> Brand Trust	-	0.16***
Rational/Functional Advertising -> Purchase Intent	-	0.04***
Note: ***, **, * statistically significant at the 0.1%, 1% and 5% level, respectively		

5.1.5 Results by brand

The results by brand (Table 5.6) reveal that the direct path between EA and ATA varies significantly by brand, with Samsung showing the strongest effect and Vodafone the weakest. This variation suggests that while EA generally has a positive impact, its effectiveness can differ across brands, potentially influencing how broadly *H1* applies.

The path coefficient for FA continues to show a stronger effect on ATA than on EA for Vodafone and Tesla. However, EA demonstrated greater effectiveness for brands like Samsung. Therefore, *H1a* is partially supported.

This indicates that Samsung's advertisements that evoke emotions and create a strong emotional connection with the audience, such as ads featuring relatable stories or highlighting the joy and convenience brought by their products, resonate better with consumers of this brand. Vodafone's target audience may place higher value on the practical benefits and technological advancements of their services, such as network reliability and innovative mobile plans. Tesla's audience might respond more positively to advertisements that emphasize the technological superiority of Tesla vehicles.

The direct path between FA and ATA continues to have a significant positive effect on ATA across all brands, reinforcing the support for *H2*.

H3 is supported. EA and FA influence ATA, which enhances PI across all brands. However, the effects vary by brand, with Tesla showing the strongest influence on PI and Vodafone showing the weakest. This aligns with Hanssen's (2009, as cited in Pham et al., 2013) finding that advertising has 50% more impact on durable goods (Tesla and Samsung products). EA and FA influence ATA, which enhances BL, but the strength of this effect varies. Samsung has the strongest influence on BL, while Tesla has the weakest.

H4a and *H4b* remain significant, but their strength varies by brand, refining the understanding of how it affects PI and BL. BT in Tesla proved to have the strongest influence on PI, and BT in Samsung had the strongest impact on BL.

The mediation tests (Annex C) revealed that brand trust (BT) significantly mediates the relationship between attitudes toward advertising (ATA) and consumer behavior. However, the strength and significance of this effect vary across brands and between purchase intention (PI) and brand loyalty (BL).

For Samsung, BT significantly mediates the relationship between ATA and PI and the relationship between ATA and BL. This suggests that brand trust is vital for influencing purchase decisions and building loyalty through effective advertising.

For Tesla, BT significantly mediates the relationship between ATA and PI, but its effect on BL is marginally significant. This suggests that while trust is important for driving purchases, other factors may contribute more significantly to long-term loyalty for Tesla.

In the case of Vodafone, BT mediates the relationship between ATA and BL but not PI. This implies that while trust helps strengthen loyalty to the brand, it may not be the primary factor influencing consumers purchasing decisions.

The hypothesis testing using multigroup analysis revealed that there are significant differences in advertising effectiveness among the brands. Tesla and Samsung differ significantly in their effectiveness on BT → BL and BT → PI. Vodafone and Samsung differ significantly in EA → ATA. Vodafone and Tesla show significant differences in BT → PI and EA → ATA.

These brand-specific results highlight the importance of tailoring advertising strategies to the unique characteristics and preferences of each brand's target audience. While FA is generally more effective in the tech industry, EA can also play a significant role in building brand equity and fostering consumer loyalty, particularly for brands like Samsung that have successfully leveraged emotional appeals in their marketing campaigns. On the other hand, brands like Vodafone and Tesla might benefit from emphasizing technological advancements and practical benefits in their ads.

Table 5.6 - Results by brand

	Vodafone	Tesla	Samsung
<i>Path coefficient</i>			
Attitude Towards the Ad → Brand Trust	0.26***	0.33***	0.29***
Brand Trust → Brand Loyalty	0.18***	0.10**	0.26***
Brand Trust → Purchase Intent	0.12***	0.35***	0.18***
Emotional Advertising → Attitude Towards the Ad	0.13**	0.29***	0.39***
Rational/Functional Advertising → Attitude Towards the Ad	0.34***	0.40***	0.36***
<i>Total effects</i>			
Attitude Towards the Ad → Brand Loyalty	0.05***	0.03**	0.08***
Attitude Towards the Ad → Purchase Intent	0.03**	0.12***	0.05***
Emotional Advertising → Brand Loyalty	0.01*	0.01*	0.03***

Emotional Advertising -> Brand Trust	0.03**	0.10***	0.11***
Emotional Advertising -> Purchase Intent	0.00*	0.03***	0.02***
Rational/Functional Advertising -> Brand Loyalty	0.02***	0.01*	0.03***
Rational/Functional Advertising -> Brand Trust	0.09***	0.13***	0.11***
Rational/Functional Advertising -> Purchase Intent	0.01**	0.05***	0.02***
Note: ***, **, * statistically significant at the 0.1%, 1% and 5% level, respectively			

5.1.6 Results by clients and non-clients

When analyzing the results by client status (Table 5.7), we can observe that EA has a slightly stronger effect on ATA for Non-Clients than on Clients, but Clients found EA to be more interesting and non-irritant than FA (Table 5.2). This suggests that EA might be more effective in shaping attitudes among individuals who are not clients.

BT strongly mediates the relationship between ATA and BL for Clients. This indicates that existing customers are more likely to remain loyal if they trust the brand and have a positive ATA. For non-clients, the key to influencing PI is also BT. This suggests trust is essential for converting positive ad attitudes into PI among potential new customers.

Table 5.7 - Results by clients and non-clients

	Clients	Non-Clients
<i>Path coefficient</i>		
Attitude Towards the Ad -> Brand Trust	0.33***	0.28***
Brand Trust -> Brand Loyalty	0.42***	-
Brand Trust -> Purchase Intent	-	0.26***
Emotional Advertising -> Attitude Towards the Ad	0.23***	0.28***
Rational/Functional Advertising -> Attitude Towards the Ad	0.39***	0.36***
<i>Total effects</i>		
Attitude Towards the Ad -> Brand Loyalty	0.14***	-
Attitude Towards the Ad -> Purchase Intent	-	0.07***
Emotional Advertising -> Brand Loyalty	0.03***	-
Emotional Advertising -> Brand Trust	0.07***	0.08***
Emotional Advertising -> Purchase Intent	-	0.02***
Rational/Functional Advertising -> Brand Loyalty	0.05***	-
Rational/Functional Advertising -> Brand Trust	0.13***	0.10***
Rational/Functional Advertising -> Purchase Intent	-	0.03***
Note: ***, **, * statistically significant at the 0.1%, 1% and 5% level, respectively		

5.2 Discussion

This study explored the impact of emotional and rational/functional advertising on customer attitudes, purchase intent, and brand loyalty in the technology industry, focusing on brand trust as a mediating factor. The findings clarify how different advertising strategies shape consumer behavior and brand connections, addressing the research questions and testing the hypotheses.

The first research question (RQ1) examined if the levels of attitudes toward advertising (ATA) differ based on product categories, customer status (clients vs. non-clients), and the type of advertising (emotional vs. rational/functional). Paired t-tests confirm that attitudes

towards advertising vary significantly based on ad type, client status, and product categories, supporting proposition *P0*.

The observed variations in attitude towards advertising suggest that different advertising strategies resonate differently with consumers. Emotional advertising resonates well with existing clients (e.g., Vodafone, Tesla). Rational advertising is more successful in shaping overall attitudes. For instance, the preference for emotional advertising among clients of brands such as Vodafone and Tesla indicates that emotional appeals may be particularly effective in fostering positive attitudes among existing customers. Conversely, the mixed responses from clients highlight the complexity of consumer attitudes, suggesting that while some clients may respond favorably to emotional advertising, others may find rational/functional advertising more appealing (the case of Samsung).

Emotional advertising (EA) plays a crucial role in shaping positive attitudes toward ads, which supports *H1*. This hypothesis posits that emotional advertising significantly enhances attitudes toward advertising, aligning with the findings of Pham et al. (2013), who emphasized the substantial impact of emotional appeals on attitudes toward advertising.

Overall, the evidence suggests that emotional advertising has a profound role in cultivating positive brand perceptions, especially in the early stages of the customer journey.

H1a predicted that emotional advertising would enhance attitudes toward ads more successfully than rational/functional advertising. This hypothesis was partially supported, as rational advertising was more effective in shaping overall advertising attitudes. Nonetheless, emotional advertising had a stronger effect on attitudes towards advertising for certain brands (e.g., Samsung).

The partial support for *H1a* implies that emotional elements can enhance ad appeal but must be complemented with substantial information (such as product benefits or features) to influence purchase decisions effectively.

These results are consistent with research by Vrtaňa and Křížanová (2023), which found that emotional appeals can sometimes have a more negative than positive effect on consumers. In contrast, studies by Geuens et al. (2011) and Han et al. (2018) present a differing view. Geuens et al. (2011) suggested that emotional advertisements generally lead to more favorable attitudes toward the ads and the brand, while Han et al. (2018) argued that emotional advertisements are more effective. This discrepancy could be attributed to industry-specific factors, emotional advertising may work better in some categories where the consumer's cognitive engagement with the product's functionality is more critical.

This insight has significant implications for advertising strategies in the tech sector. It suggests that while emotional advertising should not be dismissed, its role might be more effective in the early stages of the customer journey, building initial awareness and brand affinity rather than directly influencing purchase intent or loyalty. For tech companies,

integrating emotional appeals with rational messaging could strike a balance, using emotional elements to draw attention and create favorable attitudes while relying on functional content to drive the final purchase decision.

The study also confirmed *H2*, which proposed that rational/functional advertising positively affects advertising attitudes. This finding aligns with the work of Kim et al. (2020), who demonstrated that rational advertising, particularly for functional products such as technology, enhances advertising attitudes by emphasizing logical reasoning and practical product benefits.

The second research question (RQ2) explored how emotional and rational/functional advertising influences the development of brand loyalty and purchase intent among tech consumers. The results supported *H3*, which posited that advertising attitudes significantly enhance purchase intent and brand loyalty through emotional and rational/functional advertising. However, while there was a measurable effect on both PI and BL, the effect sizes were modest, suggesting that while advertising can shape consumer attitudes, its direct impact on behavior in the tech sector may be limited. This finding indicates that advertising alone may not be enough to generate strong consumer actions such as brand loyalty and purchase intent, possibly due to the complex nature of decision-making in high-involvement product categories like technology.

This result aligns well with previous studies. Guitart & Stremersch (2020) found that emotional and rational/functional advertising positively impact sales. Vrtaña et al. (2020) found that most consumers buy after seeing emotional ads. Zhang et al. (2016) found that emotional advertising creates stronger emotional bonds and brand loyalty.

The limited practical significance of emotional and rational/functional advertising's effect on purchase intent and brand loyalty could also reflect the role of external factors that influence tech consumer behavior. This suggests that for tech companies, an integrated marketing approach where advertising is part of a broader strategy that includes product innovation, customer service, and community building may be more effective in driving purchase intent and brand loyalty.

The third research question (RQ3) investigated how brand trust mediates the relationship between advertising attitudes and consumer behaviors - purchase intent and brand loyalty. The findings validated *H4a* and *H4b*.

H4a, which suggested that brand trust mediates the link between purchase intent and advertising attitude, was confirmed, with higher brand trust correlating with increased purchase intent fostered by emotional and rational/functional advertising. This aligns with Bin's (2023) research, which suggests that brand trust enhances purchase intention and can lead to actual purchase behavior.

Similarly, *H4b* was also corroborated by the results, which proposed that brand trust

mediates the relationship between advertising attitude and brand loyalty. Positive attitudes toward advertising were linked to greater brand loyalty, with emotional advertising being particularly effective in building brand trust. This finding is consistent with Chaudhuri and Holbrook's (2001) research, which demonstrated that brand trust plays a significant role as an antecedent to brand loyalty.

The mediating role of brand trust highlights an important insight for marketers. Even if advertising generates positive attitudes toward a brand, these attitudes are unlikely to lead to purchase intent or brand loyalty without a foundation of trust.

While rational/functional ads are critical for providing consumers with the information needed to justify their purchase decisions, emotional advertising can play a vital role in creating an emotional connection that enhances trust.

This study highlights the need for a balanced advertising strategy in the tech industry. By leveraging emotional and rational/functional appeals, brands can foster trust more effectively, leading to stronger purchase intent and brand loyalty.

Conclusions and Recommendations

6.1 Theoretical Implications

An essential feature that sets this study apart from earlier research is the use of Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the connections between emotional appeals, rational or functional appeals, and evaluative responses after exposure to advertising (Hair et al., 2021).

The findings support the S-O-R (Stimulus-Organism-Response) framework, demonstrating how external stimuli (advertising types) influence internal states (attitudes towards ads and brand trust) and lead to specific responses (brand loyalty and purchase intent) (Thomas et al., 2021). By applying this theoretical model, the study provides a comprehensive understanding of the mechanisms through which advertising influences consumer behavior in the tech industry.

The study challenges the notion that emotional appeals are universally more effective in advertising (Hornik et al., 2017). It found that rational/functional advertising tends to have a stronger impact on consumer attitudes and purchase intentions within the tech industry. This finding is important as it underscores the contextual nature of advertising effectiveness, which can vary significantly across different sectors (Bruce et al., 2012).

The originality of my findings lies in their challenge to existing literature, which often posits emotional advertising as a dominant force across various industries (Yaseen et al., 2022). By demonstrating that rational appeals may be more persuasive in the tech sector, my study opens up new avenues for research into how different advertising strategies should be tailored to specific industry contexts.

By focusing on the tech industry's unique consumer behavior, I found that consumers prioritize detailed, rational information over emotional engagement, the study provides practical insights for marketers in this field. This divergence from the traditional emphasis on emotional appeal as a one-size-fits-all solution adds a fresh perspective to the academic discourse on advertising effectiveness.

These contributions not only deepen the theoretical framework surrounding advertising effectiveness but also offer actionable insights for practitioners in the tech industry.

6.2 Practical Implications

This research offers several critical insights for marketing managers, particularly within the tech industry, where emotional and rational/functional advertising play significant roles.

Marketers should prioritize rational/functional advertising strategies that provide detailed product information and highlight technological advancements. This ad type may be more effective in shaping positive attitudes toward ads and building brand trust, especially for brands like Vodafone and Tesla. Consequently, marketing managers should emphasize rational/functional appeals when promoting products that require consumers to understand complex features and benefits. This approach ensures that the product's superiority and performance are communicated effectively, aligning with consumer expectations in a highly competitive market. Emotional elements should not be entirely discarded but rather integrated in a way that supports and complements the rational appeals, especially for brands like Samsung. Marketers should want to tap into the deeper emotions and not just talk about the surface-level features of what they sell. This approach can enhance the overall engagement without compromising the persuasive power of the advertisements.

Moreover, building brand trust is crucial for converting positive ad attitudes into brand loyalty and purchase intent. This is particularly important for targeting non-clients, as trust mediates the relationship between ad attitudes and purchase intent. Therefore, tech companies should invest in strategies that enhance brand trust to foster long-term customer relationships. Brand trust can be built through consistent, transparent communication, delivering on brand promises, and providing excellent customer service. For instance, ensuring that advertisements accurately represent the product's capabilities and delivering a seamless customer experience can reinforce trust and encourage repeat purchases.

In addition to advertising, various forms of marketing communication, including sales promotions and public relations, along with product attributes, can also generate consumption-related emotions (Geng & Li, 2018).

By understanding and applying these insights, marketing managers can craft more effective advertising strategies that resonate with their target audiences, enhance brand loyalty, and drive sales growth.

6.3 Limitation and Future Research

The findings of this study may be limited to the Portuguese context due to specific cultural factors of the sample population. Consequently, future researchers are encouraged to replicate similar studies in other countries with diverse cultural backgrounds to validate and enhance the robustness of the structural model.

The cross-sectional design of the study, along with its focus on a younger, educated

demographic, may restrict the broader applicability of the results. Future research should aim for a more varied sample and incorporate longitudinal approaches to assess the long-term impacts of emotional and functional advertising. While this study focuses on immediate purchase intentions and attitudes, understanding the sustained impact of these advertising strategies would offer further insights into how to build enduring customer relationships.

The reliance on self-report methods in this study presents another limitation. These methods depend on respondents' awareness of their emotional reactions, which involve varying levels of cognitive processing and may lead to socially desirable responses (Mauss & Robinson, 2009). Additionally, self-report methods are unable to capture real-time emotional reactions, particularly in scenarios where consumers are continuously exposed to stimuli such as videos (Li et al., 2016).

Moreover, brand loyalty in this study was primarily defined by behavioral patterns rather than complete loyalty, underscoring the necessity of considering attitudinal loyalty. Future research on brand loyalty should, therefore, incorporate behavioral and attitudinal dimensions to provide a more comprehensive understanding.

In upcoming studies, an experimental design that combines emotional and rational advertising elements in a communication strategy would be beneficial. This approach would allow a more nuanced understanding of how these combined advertising strategies influence consumer behavior and decision-making.

Lastly, this study focuses solely on the impact of advertising on purchase intent and brand loyalty. It does not consider other factors that might influence consumer behavior, including price, product quality, or customer service. Future studies should consider these variables to paint a fuller picture of consumer decision-making processes.

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Annexes

Annex A - Survey

Português ▼

Introdução

Olá, o meu nome é Catarina Soares, sou aluna finalista do mestrado de Marketing no ISCTE Business School. Este questionário faz parte da minha dissertação e tem como objetivo reunir dados sobre a **eficácia de anúncios com apelos emocionais* no setor da tecnologia**.

Por favor, preencha este questionário que não levará mais de 13 minutos. O questionário é anónimo e destina-se apenas para fins académicos.

Obrigada pela sua contribuição e participação!

Atenciosamente,
Catarina Soares

*anúncios projetados para mostrar os benefícios subjetivos e simbólicos dos produtos, alinhando-se às expectativas e desejos internos do consumidor (Han et al., 2018)

Irá assistir a seis anúncios de três marcas diferentes, todas do setor da tecnologia. Cada anúncio será exibido separadamente, seguido por um conjunto de perguntas.

Por favor, assista atentamente a cada anúncio e forneça as suas opiniões sinceras nas perguntas seguintes.

Dados Demográficos

Qual é o seu gênero?

- ☐ Feminino
- ☐ Masculino
- ☐ Outro/Prefiro não responder

Qual é a sua idade?

- ☐ 18 - 25
- ☐ 26 - 35
- ☐ 36 - 49
- ☐ +50

Qual é o seu nível de escolaridade?

- ☐ Ensino básico
- ☐ Ensino secundário
- ☐ Licenciatura
- ☐ Mestrado
- ☐ Doutorado

Qual é a sua situação atual?

- ☐ Estudante
- ☐ Trabalhador-Estudante
- ☐ Trabalhador
- ☐ Desempregado
- ☐ Reformado

Qual é o seu rendimento mensal líquido (aproximadamente)?

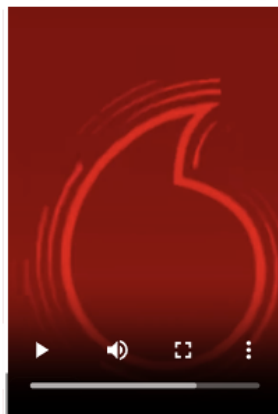
- ☐ <730€
- ☐ 730€ - 1.500€
- ☐ 1.500€ - 2.500€
- ☐ >2.500€

Vodafone

Classifique a sua confiança na Vodafone.

	Discordo totalmente	Discordo parcialmente	Nem concordo nem discordo	Concordo parcialmente	Concordo totalmente
Confio nesta marca.	☐	☐	☐	☐	☐
Esta é uma marca honesta.	☐	☐	☐	☐	☐
Esta marca é segura.	☐	☐	☐	☐	☐

Anúncio 1 - Vodafone



Classifique a sua opinião sobre o anúncio.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
O anúncio tenta persuadir os clientes através de apelos emocionais.	☐	☐	☐	☐	☐
O anúncio tenta persuadir os clientes de que depois de usarem os produtos irão sentir-se melhor (por exemplo, menos culpa, mais felizes, mais saudáveis, mais na moda).	☐	☐	☐	☐	☐
O anúncio tenta persuadir os clientes criando um clima ou situação.	☐	☐	☐	☐	☐

Classifique a sua atitude em relação ao anúncio da Vodafone.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
Considero o anúncio bom.	☐	☐	☐	☐	☐
Gosto do anúncio.	☐	☐	☐	☐	☐
Considero o anúncio interessante.	☐	☐	☐	☐	☐
Considero o anúncio não irritante.	☐	☐	☐	☐	☐

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
Considero o anúncio convincente .	☐	☐	☐	☐	☐

É cliente Vodafone?

- ☐ Sim
- ☐ Não

Classifique a sua intenção de compra, após ter visto o anúncio da Vodafone.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
Dada a informação apresentada, é mais provável que eu compre o produto, do que se não tivesse visto o anúncio.	☐	☐	☐	☐	☐
Dada a informação apresentada, é provável que eu considere a compra do produto.	☐	☐	☐	☐	☐
Dada a informação apresentada, é provável que eu compre o produto.	☐	☐	☐	☐	☐

Classifique a sua lealdade para com a Vodafone, após ter visto o anúncio.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
Comprarei esta marca na próxima vez que comprar este produto.	☐	☐	☐	☐	☐
Pretendo continuar a comprar esta marca.	☐	☐	☐	☐	☐
Estou comprometido com esta marca.	☐	☐	☐	☐	☐
Eu estaria disposto a pagar um preço mais alto por esta marca do que por outras marcas.	☐	☐	☐	☐	☐

Anúncio 2 - Vodafone



Classifique a sua opinião sobre o anúncio.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
O anúncio enfatiza a superioridade	☐	☐	☐	☐	☐

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
tecnológica da marca.					
O anúncio fornece informações detalhadas sobre os atributos do produto.	☐	☐	☐	☐	☐
O anúncio ênfatiza a competência tecnológica da empresa.	☐	☐	☐	☐	☐

Classifique a sua atitude em relação ao anúncio da Vodafone.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
Considero o anúncio bom .	☐	☐	☐	☐	☐
Gosto do anúncio.	☐	☐	☐	☐	☐
Considero o anúncio interessante .	☐	☐	☐	☐	☐
Considero o anúncio não irritante .	☐	☐	☐	☐	☐
Considero o anúncio convicente .	☐	☐	☐	☐	☐

Classifique a sua intenção de compra, após ter visto o anúncio da Vodafone.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
Dada a informação	☐	☐	☐	☐	☐

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
apresentada, é mais provável que eu compre o produto, do que se não tivesse visto o anúncio.					
Dada a informação apresentada, é provável que eu considere a compra do produto.	☐	☐	☐	☐	☐
Dada a informação apresentada, é provável que eu compre o produto.	☐	☐	☐	☐	☐

Classifique a sua lealdade para com a Vodafone, após ter visto o anúncio.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
Comprarei esta marca na próxima vez que comprar este produto.	☐	☐	☐	☐	☐
Pretendo continuar a comprar esta marca.	☐	☐	☐	☐	☐
Estou comprometido com esta marca.	☐	☐	☐	☐	☐
Eu estaria disposto a pagar um preço mais alto por esta	☐	☐	☐	☐	☐

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
marca do que por outras marcas.					

Tesla

Classifique a sua confiança na Tesla.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
Confio nesta marca.	☐	☐	☐	☐	☐
Esta é uma marca honesta.	☐	☐	☐	☐	☐
Esta marca é segura.	☐	☐	☐	☐	☐

Anúncio 3 - Tesla



Classifique a sua opinião sobre o anúncio.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
O anúncio tenta persuadir os clientes através	☐	☐	☐	☐	☐

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
de apelos emocionais.					
O anúncio tenta persuadir os clientes de que depois de usarem os produtos irão sentir-se melhor (por exemplo, menos culpa, mais felizes, mais saudáveis, mais na moda).	☐	☐	☐	☐	☐
O anúncio tenta persuadir os clientes criando um clima ou situação.	☐	☐	☐	☐	☐

Classifique a sua atitude em relação ao anúncio da Tesla.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
Considero o anúncio bom .	☐	☐	☐	☐	☐
Gosto do anúncio.	☐	☐	☐	☐	☐
Considero o anúncio interessante .	☐	☐	☐	☐	☐
Considero o anúncio não irritante .	☐	☐	☐	☐	☐
Considero o anúncio convincente .	☐	☐	☐	☐	☐

É cliente Tesla?

- ☐ Sim
☐ Não

Classifique a sua intenção de compra, após ter visto o anúncio da Tesla.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
Dada a informação apresentada, é mais provável que eu compre o produto, do que se não tivesse visto o anúncio.	☐	☐	☐	☐	☐
Dada a informação apresentada, é provável que eu considere a compra do produto.	☐	☐	☐	☐	☐
Dada a informação apresentada, é provável que eu compre o produto.	☐	☐	☐	☐	☐

Classifique a sua lealdade para com a Tesla, após ter visto o anúncio.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
Comprarei esta marca na próxima vez que comprar este produto.	☐	☐	☐	☐	☐

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
Pretendo continuar a comprar esta marca.	☐	☐	☐	☐	☐
Estou comprometido com esta marca.	☐	☐	☐	☐	☐
Eu estaria disposto a pagar um preço mais alto por esta marca do que por outras marcas.	☐	☐	☐	☐	☐

Anúncio 4 - Tesla



Classifique a sua opinião sobre o anúncio.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
O anúncio enfatiza a superioridade tecnológica da marca.	☐	☐	☐	☐	☐
O anúncio fornece informações	☐	☐	☐	☐	☐

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
detalhadas sobre os atributos do produto.					
O anúncio enfatiza a competência tecnológica da empresa.	☐	☐	☐	☐	☐

Classifique a sua atitude em relação ao anúncio da Tesla.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
Considero o anúncio bom .	☐	☐	☐	☐	☐
Gosto do anúncio.	☐	☐	☐	☐	☐
Considero o anúncio interessante .	☐	☐	☐	☐	☐
Considero o anúncio não irritante .	☐	☐	☐	☐	☐
Considero o anúncio convincente .	☐	☐	☐	☐	☐

Classifique a sua intenção de compra, após ter visto o anúncio da Tesla.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
Dada a informação apresentada, é mais provável que eu compre o produto, do que	☐	☐	☐	☐	☐

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
se não tivesse visto o anúncio.					
Dada a informação apresentada, é provável que eu considere a compra do produto.	☐	☐	☐	☐	☐
Dada a informação apresentada, é provável que eu compre o produto.	☐	☐	☐	☐	☐

Classifique a sua lealdade para com a Tesla, após ter visto o anúncio.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
Comprarei esta marca na próxima vez que comprar este produto.	☐	☐	☐	☐	☐
Pretendo continuar a comprar esta marca.	☐	☐	☐	☐	☐
Estou comprometido com esta marca.	☐	☐	☐	☐	☐
Eu estaria disposto a pagar um preço mais alto por esta marca do que por outras marcas.	☐	☐	☐	☐	☐

Samsung

Classifique a sua confiança na Samsung.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
Confio nesta marca.	☐	☐	☐	☐	☐
Esta é uma marca honesta.	☐	☐	☐	☐	☐
Esta marca é segura.	☐	☐	☐	☐	☐

Anúncio 5 - Samsung



Classifique a sua opinião sobre o anúncio.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
O anúncio tenta persuadir os clientes através de apelos emocionais.	☐	☐	☐	☐	☐
O anúncio tenta persuadir os clientes de que depois de	☐	☐	☐	☐	☐

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
usarem os produtos irão sentir-se melhor (por exemplo, menos culpa, mais felizes, mais saudáveis, mais na moda). O anúncio tenta persuadir os clientes criando um clima ou situação.	☐	☐	☐	☐	☐

Classifique a sua atitude em relação ao anúncio da Samsung.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
Considero o anúncio bom .	☐	☐	☐	☐	☐
Gosto do anúncio.	☐	☐	☐	☐	☐
Considero o anúncio interessante .	☐	☐	☐	☐	☐
Considero o anúncio não irritante .	☐	☐	☐	☐	☐
Considero o anúncio convincente .	☐	☐	☐	☐	☐

É cliente Samsung?

- ☐ Sim
- ☐ Não

Classifique a sua intenção de compra, após ter visto o anúncio da Samsung.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
Dada a informação apresentada, é mais provável que eu compre o produto, do que se não tivesse visto o anúncio.	☐	☐	☐	☐	☐
Dada a informação apresentada, é provável que eu considere a compra do produto.	☐	☐	☐	☐	☐
Dada a informação apresentada, é provável que eu compre o produto.	☐	☐	☐	☐	☐

Classifique a sua lealdade para com a Samsung, após ter visto o anúncio.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
Comprarei esta marca na próxima vez que comprar este produto.	☐	☐	☐	☐	☐
Pretendo continuar a comprar esta marca.	☐	☐	☐	☐	☐
Estou comprometido com esta marca.	☐	☐	☐	☐	☐

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
Eu estaria disposto a pagar um preço mais alto por esta marca do que por outras marcas.	☐	☐	☐	☐	☐

Anúncio 6 - Samsung



Classifique a sua opinião sobre o anúncio.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
O anúncio enfatiza a superioridade tecnológica da marca.	☐	☐	☐	☐	☐
O anúncio fornece informações detalhadas sobre os atributos do produto.	☐	☐	☐	☐	☐
O anúncio enfatiza a competência	☐	☐	☐	☐	☐

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
tecnológica da empresa.					

Classifique a sua atitude em relação ao anúncio da Samsung.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
Considero o anúncio bom .	☐	☐	☐	☐	☐
Gosto do anúncio.	☐	☐	☐	☐	☐
Considero o anúncio interessante .	☐	☐	☐	☐	☐
Considero o anúncio não irritante .	☐	☐	☐	☐	☐
Considero o anúncio convincente .	☐	☐	☐	☐	☐

Classifique a sua intenção de compra, após ter visto o anúncio da Samsung.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
Dada a informação apresentada, é mais provável que eu compre o produto, do que se não tivesse visto o anúncio .	☐	☐	☐	☐	☐
Dada a informação apresentada, é provável que eu considere a	☐	☐	☐	☐	☐

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
compra do produto.					
Dada a informação apresentada, é provável que eu compre o produto.	☐	☐	☐	☐	☐

Classifique a sua lealdade para com a Samsung, após ter visto o anúncio.

	Discordo totalmente	Discordo parcialmente	Neutro	Concordo parcialmente	Concordo totalmente
Comprarei esta marca na próxima vez que comprar este produto.	☐	☐	☐	☐	☐
Pretendo continuar a comprar esta marca.	☐	☐	☐	☐	☐
Estou comprometido com esta marca.	☐	☐	☐	☐	☐
Eu estaria disposto a pagar um preço mais alto por esta marca do que por outras marcas.	☐	☐	☐	☐	☐

Desenvolvido pela Qualtrics

Annex B – Exploratory Analysis

According to Table 5.8, the data is overall valid and reliable. The loadings of the indicators are all above 0.7, indicating good convergent validity. Most latent variables show acceptable KMO values and high Cronbach's Alpha values, indicating good internal consistency and validity of the scales used. Some KMO values are slightly below the ideal (EA and FA) but do not seriously compromise the analysis. Based on the KMO values and chi-square analyses, it can be inferred that the constructs are distinctly measured, suggesting discriminant validity.

The values presented indicate that the constructs are measured consistently and validly, with a clear distinction between them, which is essential for the integrity of the PLS-SEM analysis (Hair et al., 2021).

Table 8.1 - Reliability and validity test

Latent Variables	Items	Outer Loadings	Average	SD	Reliability
Emotional Advertising	T1	.840	4,16	0,95	KMO=0,678
	T2	.777	3,50	1,13	X2=1253,103
	T3	.863	4,06	0,95	Cronbach's Alfa=0,761
Rational/ Functional Advertising	T1	.829	4,34	0,79	KMO=0,691
	T2	.821	4,07	0,89	X2=1463,520
	T3	.880	4,32	0,77	Cronbach's Alfa=0,792
Attitude Towards the Ad	T1	.896	3,93	0,95	KMO=0,882
	T2	.906	3,81	1,02	X2=10685,357
	T3	.894	3,78	1,04	Cronbach's Alfa=0,910
	T4	.774	3,83	1,03	
	T5	.823	3,64	1,05	
Brand Trust	T1	.907	3,68	0,93	KMO=0,750
	T2	.906	3,59	0,92	X2=5318,38***
	T3	.905	3,78	0,92	Cronbach's Alfa=0,891
Purchase Intention	T1	.899	2,92	1,21	KMO=0,729
	T2	.952	2,81	1,20	X2=5587,432
	T3	.931	2,59	1,16	Cronbach's Alfa=0,918
Brand Loyalty	T1	.749	3,53	1,02	KMO=0,805
	T2	.760	3,84	0,95	X2=1373,404
	T3	.725	3,33	1,25	Cronbach's Alfa=0,860
	T4	.648	2,85	1,32	

Annex C – Mediation tests for H4a and H4b by brand

Regarding H4a, for Samsung and Tesla, the mediation of brand trust is significant, but for Vodafone, the effect of brand trust on purchase intention is insignificant ($p = 0.466$) (Table 5.9).

Regarding H4b, the mediation of brand trust is significant for all brands except for Tesla, which is marginally significant ($p = 0.082$) (Table 5.9).

Table 8.2 - Mediation tests for H4a and H4b by brand

Hypothesis	Brand	Indirect Effect	Outcome	p-value: Attitude -> Brand Trust	p-value: Brand Trust -> Outcome
H4a	Samsung	0.053	Purchase Intention	0.000	0.013
	Tesla	0.117		0.000	0.000
	Vodafone	0.031		0.000	0.466
H4b	Samsung	0.057	Brand Loyalty	0.000	0.000
	Tesla	0.022		0.000	0.082
	Vodafone	0.030		0.000	0.002