



VILNIUS UNIVERSITY
BUSINESS SCHOOL

Digital Marketing Study Program

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The Final Master's Thesis.

**The influence of emotion-based and rational choice-based stimuli
on the advertising impact of ads on the Facebook platform.**

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Summary

The Influence of Emotion-based and Rational Choice-based Stimuli on the Advertising Impact of Adds on the Facebook Platform

Supervisor: **Prof. Dr. Mangirdas Morkunas**

Masters's thesis project was prepared in Vilnius, in 2025

Scope of Master's thesis project **60** pages.

Number of tables used in FMTP – **05** pcs.

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Problem, objectives and tasks of the FMTP:

This study examines how emotional and rational advertising appeals promote the Facebook ads, in terms of consumer attention and buying intention.

Research Methods used in FMTP:

The research employs a quantitative research method by conducting a survey with 440 participants to determine the main predictors, Product Quality, Price Value, Involvement and Advertising Recognition and the effect of these factors on Attitude Towards Facebook Advertising and the Purchase Intention afterwards.

Research and results obtained:

The results indicate that the attitude and purchase intentions of consumers are strongly influenced by the cognitive and value-based factors (especially Price Value and Involvement) but not by Advertising Recognition. This study, unlike the existing literature that focuses mainly on the use of emotional appeal as the sole method of influencing consumer behaviour in social

media, reveals that rational, utilitarian content plays a key role in creating consumer behaviour on Facebook.

Conclusion of FMTP:

The findings provide viable information to marketers who want to maximise advertisement messages and strategic guidelines to improve the effectiveness of advertisement on social media.

Santrauka

Emocijomis ir racionaliu pasirinkimu pagrįstų stimulų įtaka reklamos poveikiui „Facebook“ platformoje

Vadovas: Prof. Dr. Mangirdas Morkunas

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FMTF problema, tikslai ir uždaviniai:

Šiame tyrime nagrinėjama, kaip emociniai ir racionalūs reklamos apeliaciniai skundai skatina „Facebook“ reklamas vartotojų dėmesio ir pirkimo ketinimų požiūriu.

FMTF naudojami tyrimo metodai:

Tyrime taikomas kiekybinis tyrimo metodas, atliekant apklausą su 440 dalyvių, siekiant nustatyti pagrindinius prognozuojančius veiksnius: produkto kokybę, kainos vertę, įsitraukimą ir reklamos atpažinimą bei šių veiksnių įtaką požiūriu į „Facebook“ reklamą ir vėlesniam pirkimo ketinimui.

Tyrimas ir gauti rezultatai:

Rezultatai rodo, kad vartotojų požiūrį ir pirkimo ketinimus stipriai veikia kognityviniai ir vertybiniai veiksniai (ypač kaina, vertė ir įsitraukimas), bet ne reklamos atpažinimas. Šis tyrimas, skirtingai nei esama literatūra, kurioje daugiausia dėmesio skiriama emocinio patrauklumo naudojimui kaip vieninteliam vartotojų elgesio socialinėje žiniasklaidoje įtakos metodei, atskleidžia, kad racionalus, utilitarinis turinys vaidina pagrindinį vaidmenį formuojant vartotojų elgesį „Facebook“.

FMTF išvada:

Išvados suteikia vertingos informacijos rinkodaros specialistams, norintiems maksimaliai padidinti reklamos žinutes, ir strategines gaires, kaip pagerinti reklamos socialinėje žiniasklaidoje efektyvumą

Abstract

This study examines how emotional and rational advertising appeals promote the Facebook ads, in terms of consumer attention and buying intention. The research employs a quantitative research method by conducting a survey with 440 participants to determine the main predictors, Product Quality, Price Value, Involvement and Advertising Recognition and the effect of these factors on Attitude Towards Facebook Advertising and the Purchase Intention afterwards. The results indicate that the attitude and purchase intentions of consumers are strongly influenced by the cognitive and value-based factors (especially Price Value and Involvement) but not by Advertising Recognition. This study, unlike the existing literature that focuses mainly on the use of emotional appeal as the sole method of influencing consumer behaviour in social media, reveals that rational, utilitarian content plays a key role in creating consumer behaviour on Facebook. The findings provide viable information to marketers who want to maximise advertisement messages and strategic guidelines to improve the effectiveness of advertisement on social media.

Keywords: Facebook advertising, rational appeals, emotional appeals, consumer engagement, purchase intention, advertising effectiveness, attitude toward advertising, social media marketing, product quality, price value.

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Chapter 1: Introduction

1.1. *Background of the Study*

In the last ten years the intensive commercialization of social media has radically altered promotional tactics and Facebook still remains in the middle of it due to its very big coverage, high levels of targeting and built-in engagement metrics (e.g., likes, comments, shares, and clicks). The scholarly and industry views all boil down to the fact that the social platforms serve as some of the strategic touch points, and not just the distribution channels, through which emotional and cognitive reactions are aroused in real time. As a result, the advertisers will have to match the message appeals with platform affordances to achieve the highest promotional ROI (Yousef et al., 2021). This macro-level approach is needed since the use of engagement measures on Facebook can be viewed as both behavioural proxy of user interest and algorithmic measures that dictate the reach of an advertisement and its virality. In this context, the understanding of the way disparate appeal strategies are transformed into engagement is a requirement to the creation of effective campaigns.

The accumulating amount of modern research indicates that emotional appeals have an excessive influence in the digital context because affective content promotes memorability, virality, and downstream behavioural intentions, especially in situations when attention is limited and rival stimuli are present (Vrtana and Krizanova, 2023). Investigations carried out post-pandemic indicate that affective content including appeals that invoke either pleasure, arousal, or social connectedness mediates positive effects between perceived usefulness and ease of use in online shopping thus reinforcing purchase intentions indirectly (Alshohaib, 2024). These results bring to light a complicated process: emotional stimuli not only lead to direct involvement but also condition cognitive appraisals related to buying a product. This is forcing emotional advertising to be increasingly established as a strategic tool in brand equity building and developing long term customer loyalty in social media marketing.

However, the facts are not consistent and clear, which means that they should be interpreted cautiously. Depending on the campaign goals (awareness vs. conversion), product line (high- vs. low-involvement), and platform cultural peculiarities, the effectiveness of emotional versus rational appeals is significantly different. As an example, some studies suggest that negative or co-active emotional appeals can be even more effective than a positive one in achieving certain behaviour change actions on Facebook, where users interact in a manner that has a preference towards certain valences (Yosef et al., 2021). Similarly, demographic factors including age and gender mediate the sensitivity to emotional versus rational messages; the message that is convincing to one group will be inauthentic or off-putting to another (Vrtana and

Krizanova, 2023). These contingencies highlight a strategic quandary that marketers are faced with; to emphasise on mass appeal or stress on rationality and utility-based messages.

Rational appeals include rational benefits, price or value proposals and facts, which make up a rational appeal and are thus strategic in their relevance in cases where a purchase decision is deliberative or high consumer involvement is entailed. Empirical evidence shows that, in cases where engagement may be augmented, but the decision process involves the use of evidence-based comparison, risk assessment or utilitarian judgement, rational appeals have a stronger effect (Alshohaib, 2024). Practically, numerous advertisers implement the hybrid approaches that would provide the balance between engagement and conversion, but the comparative studies evaluating the relative effectiveness of solely emotional and solely rational Facebook advertisements are not consistent and are context-specific. The two imperatives of the present study that this literature highlights, therefore, include the first, to go beyond binary assumptions about the superiority of emotional appeal by empirically comparing the impacts on engagement and purchase intent, and the second, to consider platform and audience moderators that influence appeal effectiveness. Placed at the intersection of the platform science, theory of persuasive communication, and marketing analytics, this exploration hopes to produce practical knowledge that simultaneously would be both academically rigorous and managerially useful.

1.2. Rationale of the Study

The rising popularity of Facebook as a key channel of advertising has posed an increased sense of the need to be careful with message strategy; however, there is still no unified evidence available concerning how emotional versus rational appeals elicit better promotional results on this platform. Recent experimental studies have shown that emotional appeals often lead to high levels of engagement and sharing behaviour on social media, but the direction and size of the effect depend on emotional valence (positive versus negative), campaign context, and the outcome of behaviour measured, which has given mixed advice to practitioners (Yousef et al., 2021). Concurrent scholars' underlines that emotional appeals would help to strengthen brand-customer relationships and incite impulse or affective buying responses, but these impacts are mediated by demographic and psychographic factors, such as age, and already held attitudes (Vrtana & Krizanova, 2023). This diverse evidence heralds a conclusive theoretical vacuum: there is little agreement on the processes by which appeal type is correlated with observable platform engagement measures as well as downstream purchase intentions in the affordances of Facebook (Verma, 2025).

When it comes to managing, confusing emotional appeal and rational appeal is dangerous because it risks maximizing media returns on investment and results in choices made on inappropriate creative spending. Recent, large-scale studies carried out in crisis situations highlight the context-sensitivity and platform-dependence of appeal effectiveness, further affirming the need to use platform-specific empirical models to guide targeting, creative testing and key performance indicator optimization (Kaushik et al., 2023). As a result, this study will operationalize engagement and intention metrics in the context of Facebook to make comparisons of emotional and rational triggers and thus fulfil an applied research imperative: to create actionable, evidence-based recommendations that will maximize the ad creative, audience segmentation, and performance measurement of digital marketers.

1.3. Problem Statement

With the fast-transforming world of digital marketing, advertisers are increasingly using emotional and rational appeals in Facebook advertisements as a way of engaging consumers and creating buying intent. However, empirical studies have not come to a unanimous conclusion as to what kind of appeal yields the best results and according to what particular conditions? Therefore, additional study on these rising markets is required to fill the knowledge gap. This study aims to explore the emotional and rational appeals towards Facebook advertisements and their impact on purchase intentions. Another problem is to determine the underlying factors of rational and emotional appeals and attitudes toward Facebook advertisements on the purchase intention. Last but not least is to evaluate the mediating role of attitude towards advertising on purchase intention (Shaikh & Turk, 2024). This conceptual difference has not been adequately empirically verified in the real context of Facebook advertising where variables like ad format, audience targeting, and platform algorithm control these variables. Therefore, there is already a strong dispensation between the proposal and practice (Pirraglia et al., 2023). The current research aims to narrow this gap by empirically contrasting emotional appeals and rational appeals in Facebook advertising with a special emphasis on the effects of product quality, price value, involvement, advertising recognition and attitude towards advertising responses towards purchase intentions.

However, despite existing research that explains how various appeals affect intention towards Facebook advertisement (Babu et al., 2025) there is still limited exploration of the overall relationship between product quality, price value involvement, advertising recognition and its influences, such as attitude towards advertising on consumer intention towards Facebook platform.

1.4. Research Gaps

The scholars has repeatedly demonstrated that emotional and rational advertising appeals differ in their influence on consumer outcomes, although there are still a number of critical gaps. To begin with, as the works of Ghasemi Siani et al. (2021) suggest, emotional appeals are more effective than the rational ones in shaping attitude toward advertising and purchase intention of hedonic products, limited evidence supporting this effect has been found in the context of Facebook advertisement profiles. A majority of the studies investigating the concept of rational vs emotional appeals have been undertaken outside of the platform-specific context, or other social media platforms, where the specifics of the algorithmic affordances of Facebook, the type of ads used, and the user behaviour of Facebook users have not been assessed to mediate between the state and trait responses (Ghasemi Siani et al., 2021).

Second, the mediation of the relationship between the appeal type i.e., product quality, price value, involvement and ad recognition and purchase intention by the mediating variables such as attitude towards advertising is theorised but rarely operationalized and tested (Alqaysi et al., 2024).

Furthermore, there is insufficient focus on real-world consumer behaviours, such as involvement (e.g., likes, shares, comments) and purchase conversions, in Facebook ad campaigns. Kim et al. (2020) argue that while theoretical studies abound, empirical research testing actual behavioural outcomes in social media contexts is limited for products. This gap restricts practical applications for advertisers seeking to optimize campaign performance. Finally, mixed findings on appeal effectiveness create ambiguity. Gong and Cummins (2020) found that emotional appeals excel in involvement, while rational appeals drive conversions, particularly for high-involvement products. These inconsistencies highlight the need for context-specific research to clarify how emotional and rational appeals influence consumer behaviour on Facebook, addressing both theoretical and practical gaps. This study aims to address these gaps by empirically assessing and comparing the impact of emotional versus rational advertising appeals in Facebook ads on consumer engagement and purchase intentions.

1.5. Objectives

This study aims to assess and compare the promotional impact of emotional versus rational advertising appeals in Facebook ads on consumer engagement and purchase intentions.

RO1: To determine the underlying factors of rational and emotional appeals and attitudes toward Facebook advertisements on the purchase intention.

RO2: To determine the rational and emotional appeal antecedents' impact on attitude advertising.

RO3: To evaluate and compare antecedents of rational and emotional appeals and purchase intention outcomes.

1.6. Research Questions

RQ1: Is there any relationship between product quality, price value involvement and advertising recognition and their attitude towards advertising?

RQ2: Is there any relationship between attitude towards advertising and purchase Intention?

RQ3: Do attitude towards advertising play any role as mediator between the product quality, price value involvement and advertising recognition and purchase intention?

1.7. Significance of the Study

The research is an academic contribution, as it closes the most crucial gaps in the literature of how emotional versus rational appeals work in Facebook advertising in particular, where most of the existing research generalises across the social media or the digital advertising field, rather than tease-apart, by media or type of appeal. As an example, recent meta-analytic research highlights the fact that the motives of attitude toward advertisements differ according to touchpoints, but those specific to Facebook are still under-researched (Lutjens et al., 2022; Zhao et al., 2024). Additionally, studies like *The Power of Emotional Advertising Appeals* (2023) suggest that emotional appeals have the potential to induce impulsive and unreasonable purchasing behaviour, especially in younger groups, but do not explain the relationship between these appeals and rational appeals in terms of involvement metrics, including shares, comments or likes (Vrtana and Krizanova, 2023).

In practical terms, it will be useful to marketers and advertisers: the results will help shape campaign, fine-tune ad content, and budget different types of ads. To take an example, in case emotional appeals are more effective in increasing sharing or virality, but rational appeals are more effective in increasing purchase intention, managers can strategically allocate resources. Understanding which appeal is most effective in particular types of advertisement or in certain demographic groups will be useful in maximising the purchase intention (Lin, 2011). Socially, this

research sheds light on consumer decision-making behaviour: understanding how different appeals affect the perceptions, purchase intentions and involvement of the users can enable them realise the impact of advertising. It has a consumer protection implication, media literacy implication and an ethical advertising implication especially with the possibility of the emotional triggering to influence an impulsive behaviour or a false perception (Qadri et al., 2025)

Chapter 2: Literature Review

2.1. Introduction

The literature review will be devoted to the comparative promotional effectiveness of emotional and rational appeals based on Facebook advertisement, and the aim of this review is threefold: to generalize the recent empirical data, to place the aforementioned data in the frames of Facebook algorithmic and behavioural affordances, and to unveil the theoretical and methodological gaps that justify the current study. The persuasive effectiveness of emotional content on social media is often prioritized by empirical studies. Yousef et al. (2021) find that emotional appeals may be used to prompt better engagement and offline behavior in social-advertising studies, and this argument is biased towards affective arousal as a delivery mechanism. Meta-analytic studies, such as the one by Lutjens et al. (2022), however, issue any generalized emotion-wins conclusion, as it shows that the core determinants of informativeness, entertainment, credibility and personalization differ greatly across platforms touchpoints suggesting that the comparative effectiveness of emotional versus rational appeals depends on platform-specific affordances and content utility.

2.2. Conceptualizing Advertising Appeals

2.2.1. Definition of Advertising Appeals

The term advertising appeal is the content used strategically in marketing communication to appeal to attention, emotions or to remind reasons in order to influence a target audience to respond in a desired manner. There are usually two general dimensions of operationalization of appeals in academic literature as emotional and rational (Helmig & Thaler, 2010; McKay-Nesbitt et al., 2011). Rational appeals focus on functional appeals are features, benefits, value propositions, comparative advantages, reliability and price. Emotional appeals, in their turn, concern arousing emotions positive or negative to appeal to the psychological or social needs of the consumer (Yang et al., 2021; Casais and Pereira, 2021).

Most importantly, certain studies have indicated that the influence of a particular type of appeal relative to the other depends on the value orientation of the consumer and the product situation. As an example, Kim et al., (2020) has found that emotional appeals contribute to hedonic value and rational appeals to utilitarian value that leads to different trust, satisfaction, and word-of-mouth behaviour pathways (Kim, Jeon and Lee, 2020).

2.3. Emotional Appeals in Digital and Social Media Advertising

Emotional appeals in advertising are not homogenous and they consist of discrete emotional types of valences. Other authors separate positive emotions (joy, love, pride, hope) as especially effective to engage with as they are more likely to cause approach motivations and can lessen resistance (Nelson-Field et al., 2023; Kaushik et al., 2023). Some hold negative emotions (fear, guilt, sadness, anger) are more motivating in some conditions particularly when the message is about risk, social or health issues since it can lead to action or create a sense of urgency (Bil-Jaruzelska and Monzer, 2022; Lu and Hong, 2022). The third type is the co-active or mixed emotions that also tries to incorporate both positive and negative features and some research also hints towards such mixed appeals penetrating the emotion-focused and cognition-focused consumer defences (Kaushik et al., 2023). The data, however, are mixed: positive emotion usually leads to sharing and viral metrics, whereas negative emotion may sometimes lead to more reflective interaction but at the cost of the backlash or lack of perceived credibility (Bil-Jaruzelska and Monzer, 2022 vs. Lu and Hong, 2022).

Going to psychological and behavioural processes, some theories hypothesize the way emotional appeals work within the social media context. First, an affective arousal makes anything easier to memorize and to be viral: when the content can arouse high affective levels (positive or negative), it attracts attention and, therefore, is more likely to spread, thus spreading further (Akpinar & Berger, 2020). Nevertheless, there is an issue of arousal and valence: high-arousal positive content can drive comments more than negative content that is of low arousal in most brand-related posts. Second, emotional contagion will be understood as the ability of the users to reflect or react emotionally on the content they view in their feed, which increases reach and social reinforcement (Bil-Jaruzelska & Monzer, 2022; Tang, Yu & Yao, 2021). As an illustration, the content that creates feelings of pride or enthusiasm will have more comments and shares when the followers experience the emotion. The third is the interaction of emotions and cognitive load and attentional constraints: when the users scroll at a high speed, emotional cues can be used as heuristics, they incur fewer cognitive costs than logical reasoning, and therefore emotional appeals are more successful at cutting through noise (Kaushik et al., 2023). However, this comes at a cost: emotional appeals can even result into the problem of shallow processing that can undermine long-term persuasion or brand appraisal.

The recent peer-reviewed literature offers empirical data, which supports and caveats. Akpinar and Berger (2020) have conducted a comparative study between emotional and informative visuals in terms of likes/comments in a case of Instagram use and discovered that positive high arousal and negative low arousal emotional visuals were also strongly associated

with higher number of likes/comments, in comparison to informative appeals, with few exceptions when they were explicitly related to brand content. This implies that valence and arousal moderate engagement. On the same note, Bil-Jaruzelska & Monzer (2022) studied Facebook political communication and demonstrated that appeals to anger, enthusiasm, and pride had positive correlations with engagement and that the appeal to fear did not provide a strong increase in engagement. This puts in question the simplistic positive/negative dichotomies and the importance of discrete emotions. Moreover, in the article titled Riding out the pandemic, Kaushik et al. (2023) demonstrated that emotional appeals in Twitter posts of COVID-19 received more likes and shares compared to rational or moral appeals, particularly in the case of non-crisis or non-essential brands. Nevertheless, they also found out that in the case of high brand relevance to the crisis, rational appeals recovered relative effectiveness. The following are therefore considered as boundary conditions; product/brand context, perceived relevance, audience mood and emotional valence. Also, culture appears to mediate these effects as meta-analysis. Tan and See, (2022) shows that affective/emotional appeals are likely to work better than cognitive/rational ones in collectivistic culture but not in individualistic cultures.

Overall, emotional appeals are highly effective in the process of motivating people into social media settings, yet their application relies heavily on the emotion (positive, negative, mixed), degree of arousal, audience and cultural setting, and relevance of the message. This implies that emotional appeals cannot be used in a homogenous manner in terms of advertising on Facebook, though advertisers need to experiment with individual emotional appeals, pay attention to valence and arousal, align emotional appeal with product and situational fit, and be aware of the possible negative effects, like emotional fatigue or loss of credibility.

2.4. Rational Appeals in Digital and Social Media Advertising

Rational appeals in advertising refer to advertisement messages which focus on objective information characteristics, utility, technical evidence, price or value propositions as opposed to affective or emotional messages. Such appeals usually provide arguments or information and request the consumer to think critically. They differ with emotional appeals, which appeal to the affect, feelings or to symbolic associations (Cabano & Minton, 2023). Rational appeals in online and social media platforms tend to be through product demonstrations, comparison of attributes, customer reviews, and a literal claim of utility or cost savings. Such a definition of rational appeals is consistent with dual-process theories, which hold that in some circumstances consumers can do more deliberative processing that is more information-based. The definition is so clear that it

isolates rational appeals as such which invite central/systematic attentions against peripheral/heuristic attentions.

The primary emphasis of our study is the advertising value, consistent with the S-O-R paradigm. In an online social media setting, external advertising stimuli convey the features, qualities, concepts, and ideas of the marketed goods (Hussain et al, 2022). Therefore, it is crucial for social media marketers to comprehend the elements that influence product quality, price value, involvement and ad recognition (S) value from the viewpoint of a consumer.

The rational claims should work better under high involvement, as the consumers will probably process the details and comparisons. On the other hand, in low involvement or when the attention is minimal then emotional or heuristic cues might prevail. Another theoretical mechanism is that of perceived credibility and trust: rational appeals provide concrete evidence, thus, making them more trustworthy, less risky, and more expert. Rational information is likely to favour cognitive appraisals that in turn mediate purchase intention (Cabano & Minton, 2023). In addition, rational appeals may contribute to the utilitarian value perceptions as well as usefulness, functional benefit, reliability of product. When the decision making is deliberative then such perceptions may result in a more strong intention to purchase. But there are warnings also in theoretical critiques: in the context of digital/social media attention is divided; cognitive overload is usual; and processing can be biased by peripheral cues even in cases where the content is rational. Further, effective rational argumentation can occasionally be taken to be dry, boring or even off-putting unless it is aligned with audience expectations or the product is hedonic and not utilitarian.

There is a number of the empirical studies indicating the conditions in which rational appeals are effective. As one example, when study manipulates type of influencers, type of product, and type of advertisement appeal, rational appeals were superior to emotional appeals in increasing purchase intention when the product was utilitarian (Chen, 2025). It was demonstrated that among utilitarian products, the persuasive power of systematic cues (rational appeals) was higher compared to emotional cues (Zhu et al., 2024). However, in the context of sustainable marketing, studies have established rational content to play a significant role in influencing utilitarian value, cognitive trust and satisfaction (through PLS-SEM). Rational appeals (presenting evidence of product functionality, efficiency or environmental benefit) in these studies had a strong association with the purchase behaviours of products in which utilitarian or functional value is of greater importance.

Simultaneously, there are also studies indicating that rational appeals are not constantly adequate and prevailing. Low attention experiments tend to have more engagement with

emotional appeals than rational ones, particularly when the product is hedonic or consumers are multitasking. Indicatively, Santoso et al. (2022) discovered that emotional appeals were more effective than rational appeals under incidental attention in digital advertising; rational appeals could be better than emotional appeals when it matched utilitarian brands, under divided attention. A second experiment of product involvement through eye tracking observed that the fixation time is considerably more in strong rational appeals than weak rational appeals but not in the case of high product involvement and high personal involvement. The strength of the rational appeal is insignificant when there is a low involvement (Zhu, et al., 2021). There are weaknesses of rational appeals on low-attention platforms such as Facebook/Social Media and this limitation is common in the literature. Rational content brings the consumer to a point of stopping, reading, thinking when many users avoid fast scroll feeds. Rational appeals can also be less viral or shareable than more emotionally charged content since emotional appeals are likely to have more immediate social effects. Rational appeals can therefore stimulate purchase intention more consistently when the high involvement or in later stages down the decision funnel but less when it comes to brand awareness, virality or engagement when users are going through the decision funnel in a loose way.

2.5. Comparative Studies of Emotional vs. Rational Appeals

Traditional media through comparative evidence has different views. According to Cabano and Minton (2023), consumers who are low in religiosity in some advertisement settings react more positively to rational than emotional appeals, as the former is more consistent with their thinking pattern. Conversely, in tourism marketing research, it is shown that emotional appeals are more likely to cause an intention to visit in case a country is stereotyped as a country definition of warm, but rational appeals are more effective in case the country is stereotyped as competent (Karabulut, Bilgihan, and Cobanoglu, 2022). Such results indicate that in traditional media, the level of appeal (emotional vs. rational) and its correspondence to the characteristics of the audience or product/setting is highly decisive.

Recent experimental and observational studies provide a twist to social media and Facebook-related issues. As an example, Miri et al., (2024) demonstrate that emotional message framing enhances users' intention to share, and ability to identify correct information in mis/disinformation activities on social media than rational framing. A study dedicated to B2B family business Facebook video ads (Chen et al., 2022) proves that the rational items are more likely to result in active engagement, whereas emotional items are more likely to lead to increased passive engagement (views), implying that emotional appeals might lead to increased exposure

but rational appeals might be more effective in terms of in-depth interactions. However, the evidence of social media does not affect uniform product type issues: in the case of utilitarian products or services, rational appeals can be more effective in prompting purchases; however, in the case of hedonic or symbolic goods, emotional appeals may be more effective regarding the measure of engagement such as shares or reactions (Karabulut et al., 2022; Cabano, 2023).

A few mediating and moderating variables are reportedly well documented in favour of both emotional and rational appeals succeeding. Age is one of the most important on demographics: younger people are more likely to react to emotional appeals (Karabulut et al., 2022; Miri et al., 2024), and older groups usually prefer rational appeals because of the higher level of risk-aversion or need to know more. There are some differences in gender which are less consistent between the studies; some studies report that women were more responsive to emotional content, other studies report no difference in gender effects based on the context (Miri et al., 2024). The moderating role is also played by cultural or religious orientation, according to Cabano and Minton (2023): religiosity moderates the relationship between the type of appeal and trust, attitudes, and purchase intentions.

The main moderators are also product or service involvement and perceived risk. Rational appeals are expected to produce more conversion and attitude change when involvement is high; whereas emotional appeals are more likely to attract attention and attract engagement when the perceived risk is low (Karabulut et al., 2022; Miri et al., 2024). There is also an interaction between emotional valence: negative emotional content tends to lead to greater sharing or virality in social media contexts than entirely positive emotional content, and may cause decreased trust or a weaker purchase motivation based on the product (Miri et al., 2024).

Facebook weighs likes, shares, comments, and views differently as what it considers to be engagement. Empirical evidence suggests that rational appeals will have a more significant effect on active, algorithmically significant engagement and emotional appeals will result in the creation of visibility but less participation (Chen et al., 2022; Cabano and Minton, 2023). Both ad formats and targeting also interact, that is, emotional content in video format with targeting based on younger demographics will maximise shares and reach, whereas rational content in still format or carousels with targeting will yield better conversion scores.

2.6. Theoretical Foundations of Emotional and Rational Appeals

The main theoretical base of the given inquiry is the Stimulus-Organism-Response (S-O-R) model that was first described by Mehrabian and Russell (1974). This paradigm provides an ordered perspective of the external environmental stimuli, in this case, Facebook advertising

appeals, which trigger inner psychological mechanisms in the individual, which in turn result in observable or intended behaviours. In the context of digital advertising, the Stimulus (S) is defined as the advertising content, which is identified with the appeal type (emotional or rational) and perceived features (quality of the product, value and intent). The Organism (O) captures the inner world of the consumer, the cognitive appraisals, the affective responses and attitudinal structures that emerge as a result of experience with the stimulus. Lastly, Response (R) refers to the outcome of behaviour, i.e. purchase intention.

S-O-R model is especially best suited to the analysis of the Facebook advertising efficacy by being more than a mere stimulus response approach. It appreciates the fact that the same ad (stimulus) may generate different internal interpretation and affective condition (organism) in different viewers thus yielding different behavioural responses. This is in line with the objective of the study to break down the process by which the emotional appeals as compared to the rational appeal affects the attitude as well as the purchase intention of the consumer. The model will help the research to trace the path (the exposure to ad, the perception of the content, the attitude towards the ad) and the final behavioural intention (purchase intent), providing a more detailed and process-focused view of the effect of promotions on social media.

2.7. Discussion of Variables with S-O-R Model

This study is based on the S-O-R model whose variables are defined as the individual elements of the process of advertising influence on Facebook. The next section presents each of the variables, its theoretical grounds, and the assumed role it plays in the entire framework.

2.7.1. Stimulus Variables

Product Quality

Quality of the product is defined as the perceptions of reliability, durability, performance and general excellence of the advertised product by the consumer. This construct can be expressed in the visuals provided on the Google, user reviews, specifications, or brand reputation indicators incorporated in the advertisement in the case of the Facebook advertisement. As part of the S-O-R model, Product Quality becomes a thinking stimulus to influence the preliminary appraisal of the consumer on the credibility and value proposal of the advertisement. The perceived higher quality is assumed to have a positive impact on the organismic state, namely, the promotion of a more positive Attitude Towards Facebook Advertising, achieved through the perceived risks decrease and the development of trust in the offered advertisement.

Price Value

Price Value is the value of the cost of the product as judged by the consumer and its rating between benefits and financial loss. This is often brought to the fore on Facebook using promotional language, discount offers, price comparisons or value-based communications. Price Value is a stimulus that targets the utilitarian evaluation pathway, where the consumers discuss the economic utility. It is theorized that it will positively and directly influence Attitude Towards Facebook Advertising since consumers will tend to perceive ads that are able to convey clear value more positively. This correlation can be especially applicable to product sets with a high price sensitivity or in a population segment with a large level of economic awareness.

Involvement

Involvement refers to the level of personal relevance, interest and cognitive effort a customer puts in processing an advertisement and in appraising the product. The high-involvement products or decisions also tend to provoke more intensive processing of information whereas the low-involvement situation might be based on more peripheral information. In the dynamic Facebook newsfeed setting, Involvement is an important moderating stimulus that would dictate the level of ad content elaboration. It is presumed that the increased levels of involvement will enhance the connection between the rational ad appeals (e.g., Product Quality, Price Value) and Attitude because motivated consumers will pay more attention to substantive and product-related information.

2.7.2. Advertising Recognition

Advertising Recognition indicates the conscious awareness of a consumer that a post on Facebook is a paid, sponsored post and not an organic content. Such labels like Sponsored or the marketing character of a message frequently trigger this recognition. This variable becomes a metacognitive stimulus within the S-O-R model that may cause persuasion knowledge and hence skepticism or ad avoidance. Nonetheless, users might be used to sponsored content in the overcrowded advertising space of Facebook and, therefore, no longer feel its adverse impact. Therefore, it affects Attitude without a set directional hypothesis, which recognizes its contextual nature.

2.7.3. Organism Variable

Attitude Toward Facebook Advertising

The focal organismic variable in the research is Attitude Towards Facebook Advertising; the overall evaluative stance of the individual with regards to Facebook advertisement that is

either positive or negative due to the exposure to the stimulus variables. This is an affective-cognitive product of perception of quality, value, relevancy and commercial intent. Attitude mediates the relationship between the external stimuli of the advertisement and the ultimate behavioral response according to the S-O-R model. Positive attitude should contribute to the Purchase Intention, which is a psychological intermediary that would be converting ad exposure to actual action.

2.7.4. Response Variable

Purchase Intention

Purchase Intention refers to the tendency or the propensity that is self-reported by the consumer to purchase the advertised product or service in the coming future. Being the main response variable in S-O-R chain, it is the change in behavior that the marketers eventually aim to produce. This is an intention and not a given action but a good predictor of future purchasing behavior. In the framework, Attitude Towards Facebook Advertising will have a direct influence on Purchase Intention, so the more positive is the attitude, the greater the purchase intentions. It is the most important indicator of evaluation of promotion of various advertising appeals on the platform.

2.8. Facebook as an Advertising Ecosystem

The algorithm of Facebook favours content that encourages the interaction with the material, not only in its passive audience, but in forms of likes, shares, comments, and reactions. These interaction measures are behavioural proxies on user attention, preference and relevance. Recent research however warns us that these proxies are noisy. To illustrate, Sheiner, Kol and Levy (2024) conclude that informational (rational) appeals, on the one hand, outperform transformational or emotional appeals in causing behavioural engagement on some product types, but that emotional content can nonetheless increase other components of engagement. Therefore, although emotional content has an advantage in reaching and appearing on the first page of search results, a more rational one can be more successful in the performance metrics of conversion or intentions (Sheiner et al., 2024).

A separate Solutions of Brand Posts study on Facebook (2022), based on Random Forest models, indicated that media type and content features are powerful predictors of likes/shares/comments to brand posts; but also indicates that better predictions can be achieved when such posts contain particular emotional expression features. This means that the algorithmic system uses emotionally charged content to gain more strength as the behavioural

proxies are more susceptible to emotional effects. The point is that likes, comments and shares do not reflect attention and preference on an equal basis that is a critical problem. As demonstrated by Tenenboim (2022), various content topics yield various forms of engagement: e.g. news posts about politics yield more comments and shares, other topics yield many likes but no discussion. The correlations among these types of engagement are positive but not perfect which is why it is not possible to state that high engagement in terms of likes indicates always high persuasion or downstream purchase intention. Therefore, the fact that the algorithm operates on behavioural proxies is also prone to rewarding content that results in immediate emotional reactions, occasionally, to the detriment of logical persuasion or interaction.

The design of Facebook, including reactions, the automatic playback of videos, personalization of the feed, and so on, is designed to increase the emotional content. Reactions enable the user to convey an emotional state that is not binary such as like/dislike, which enhances the emotional feedback loop. Some authors claim that this results in an emotional bias: the emotionally coloured material will be more boosted by the algorithm (visibility, reach) due to these cues being perceived as greater engagement (Sheiner et al., 2024). In addition, negative emotions (anger, fear) tend to produce a more active engagement (comments, shares) particularly when it comes to news or cause advertising (Tenenboim, 2022). It also brings about the issue of the emotional bias wherein what is expressed can be viewed as not authentic or exaggerated reactions: what is expressed is not always that which is rationally persuasive or informative deep. Nonetheless, other authors claim that this emotional bias can result in a lack of credibility or trust in the long run. Indeed, in scenarios where sources contain images that have an emotional face expression, the credibility of the source can be undermined (Alireza Karduni et al., 2021) in situations where the user becomes aware of manipulation or bias in the part of the source. Therefore, emotional content might be useful in the first order of gaining attention, but it might have trade off effects in the longer term of brand perception or trust.

The success of emotional and rational appeals cannot be true in a vacuum and happen under moderation by ad format. The interaction between product involvement and message appeal was found by Sheiner et al. (2024) to be high-involvement products being better when the appeals are rational, personal or shared-experience, but format (e.g., image vs video vs mixed media) is typically more about enhancing the emotional communication when the format is richer in sensory / narrative stimulation. Experiments with display ad executional features also indicate that inclusion of informative claims can decrease direct click-through (CTR), particularly in low-involvement product categories, though at the expense of subsequent trust or perceived value (J Bus Res, 2022). On the other hand, emotional appeals have an unfair advantage in video format

as it is capable of motion, narrative, emotional appeal. In the meantime, static advertisements or carousels can be effective when the time is limited to providing rational information but lose the competition in a significant emotional response (Sheiner et al., 2024). In addition, format effectiveness is moderated by contextual factors like product involvement, cultural background of the audience, and habits of platform use. Something that appears effective in one setting may not be effective in a different setting.

2.9. Relationship between Product Quality and Attitude towards advertisement in Facebook Advertising

"A global assessment of a consumer's judgment about the superiority or excellence of a product" is the definition of product quality (Zeithaml, 1988). It is not the same as objective quality, which refers to an objective feature or attribute of an object or event (Snoj et al., 2004). According to earlier studies, advertising serves as a source of knowledge regarding product qualities as well as a signal of quality (Franke et al., 2010). Setting quality standards, for example, is a crucial part of the information-giving job (Kopalle and Lehmann, 2006). When consumers see product advertisements, they base their decisions on the company's information about the product's potential quality. Additionally, advertisements may elicit a favorable response from consumers if the audience has a positive attitude about them. According to other studies, for example, brand attitudes (Chang, 2005; Suh and Yi, 2006) and product-related attitudes (Sun et al., 2022) were significantly impacted by "attitude towards ad." Therefore, it makes sense to anticipate that a favorable advertising attitude will likely result in higher-quality products.

The current study therefore proposes:

H1: Product Quality has a positive effect on Attitude toward Facebook Advertising.

2.10. Relationship between Price value and Attitude towards advertisement in Facebook Advertising

Through the dissemination of information, advertising plays a vital function in society. Wang et al. (2009) claim that consumers' inclination to look for pertinent information may be a partial predictor of their views toward advertising. Additionally, consumers' opinions of online advertising are influenced by how informative and helpful the ads are in influencing consumers' purchasing decisions. Customers are interested in purchases based on cost between views, according to previous experts. Consumer purchase intentions will also be influenced by branding, price value, and other factors. Kumar and Anand (2013) claim that marketers target consumers

who are willing to pay more for environmentally friendly products. The functional value of a product, which encompasses elements like price, performance, purposes, and features, has a significant impact on consumers' purchasing decisions (Habib et al., 2025). The current study therefore proposes:

H2: Price Value has a positive effect on Attitude toward Facebook Advertising.

2.11. Relationship between Involvement and Attitude towards advertisement in Facebook Advertising

Involvement is an internal state variable that shows the degree of interest or drive evoked by a particular product category (Aoud et al., 2008) and represents the consumer's perceived relevance of a product class based on the consumer's intrinsic demands and interests (Tsiotsou, 2006). Customers who are interested in particular ad categories seek for and analyze product-related information more thoroughly than those who are not. The consumer may become more interested in and pay attention to the advertisement once it is relevant to them. Accordingly, depending on their degree of product participation, consumers may be passive or active when they receive advertising information (Hynes & Lo, 2006).

Customers might like to view advertisements for a certain product that align with the advantages they are looking for in order to achieve their objectives. Prior studies indicate that the importance of advertising material is greatly enhanced by consumer participation in the ad category (Pashna et al., 2019). Researchers have also concurred that a person's attitude toward advertisements that convey product information is directly influenced by their degree of participation (O'Cass, 2002; Kim et al., 2010). The current study therefore proposes:

H3: Involvement has a positive effect on Attitude toward Facebook Advertising.

2.12. Relationship between Ad recognition and Attitude towards advertisement in Facebook Advertising

Ads are harder to recognize in one context compared to the other, consequently the attitude reactions will likely differ as well. Having a rational or emotional appeals that is credible or likable in the eyes of consumers can help lead to more favourable evaluations. For instance, with advertising recognition, having attitude towards ad that was perceived as being congruent with the advertised product (Kim, Lee, & Chung, 2021) or a more relatable micro-celebrity (Jang et al., 2021) increased willingness to accept the advertising message, likelihood to have more favourable attitudes, information-seeking, and purchase intention. Wojdyski and Evans, 2020

delineates that ad recognition may influence attitude toward the message; brand/product; or publisher/poster. Consumers may infer an immediate attitudinal reaction to the advertisement or poster of the ad, but that may not be the same reaction ultimately ascribed to the brand or company. Thus, the effect of ad recognition may vary between different classifications of attitudes (Pierre, 2024). The current study therefore proposes:

H4: Advertising Recognition has a positive effect on Attitude toward Facebook Advertising.

2.13. Relationship between Attitude and Purchase intention in Facebook advertising

According to Sallam and Algammash (2016), the attitude toward the advertisement determines purchase intention (PI). Ruswanti (2017) found that AT toward advertising was shown to influence PI for acupuncture therapy in her study that assessed the impact of two aspects of advertising credibility on PI of acupuncture therapy mediated by attitude toward the ad.

Yaseen et al. (2025) examined the relationship between consumer AT antecedents and PI as well as the mediating role of attitude toward PI. According to Vera and Espinosa (2019), AT has a beneficial effect on purchase intentions. The current study therefore proposes:

H5: Attitude Toward Facebook Advertising has a positive effect on Purchase Intention.

2.14. Attitude toward advertising as mediator

Numerous studies have identified attitude as a mediating variable. According to Habib et al.'s 2025 study, which was founded on the theoretical underpinnings of uses and gratification theory, attitude plays a mediating function between price value and attitude toward advertisements. Additionally, the association between engagement and intention to buy from online retailers is mediated by attitude. According to Aoud et al. (2008), consumers could choose to be exposed to a particular product-related advertising message that aligns with the benefits they desire to achieve goals. In the context of both intellectual and emotional appeals, attitude also acts as a mediator in the relationship between product quality and purchase intention. When consumers see product advertisements, they rely their decisions on the company's information about the product's quality (Kopalle and Lehmann, 2006). Moreover researcher like (Pierre, 2024) have expressed attitude towards advertising mediates the relationship between ad recognition and purchase intention. The current study therefore proposes:

H6: Attitude Toward Facebook Advertising mediates the relationship between (Product Quality, Price Value, Involvement, Advertising Recognition) and Purchase Intention.

2.15. Conceptual framework

2.15.2. Conceptual Framework & Hypothesis Development

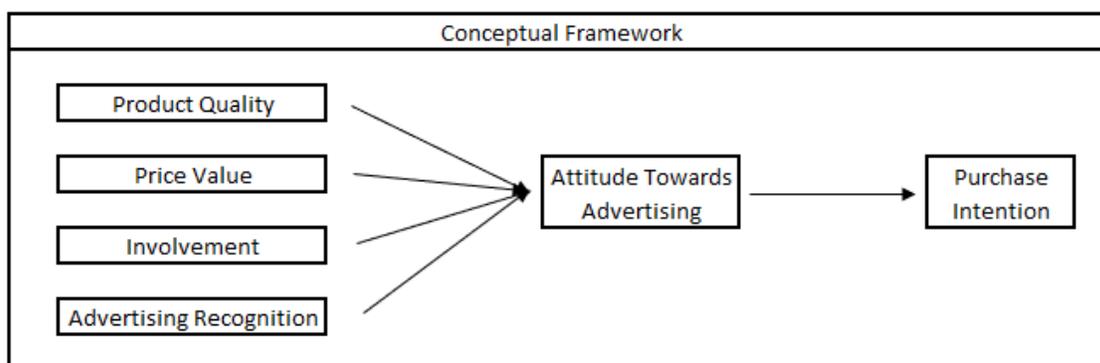


Figure 1: Conceptual Framework

Source: Author, (2025)

S. No	Hypothesis Statements
H1	Product Quality has a positive effect on Attitude Toward Facebook Advertising.
H2	Price Value has a positive effect on Attitude Toward Facebook Advertising.
H3	Involvement has a positive effect on Attitude Toward Facebook Advertising.
H4	Advertising Recognition has a positive effect on Attitude Toward Facebook Advertising.
H5	Attitude Toward Facebook Advertising has a positive effect on Purchase Intention.
H6	Attitude Toward Facebook Advertising mediates the relationship between (Product Quality, Price Value, Involvement, Advertising Recognition) and Purchase Intention.

Chapter 3: Research Methodology

3.1. Research Philosophy

This chapter is a centre of attention for research, and it underlies all the points from where the researcher collects data and how it had analysed. It contains important elements of research paradigms, research approaches, population, research design, and how data had collected and analysed. The current chapter covers the methodological aspects employed for this study. The methodology is a set of procedures or techniques used to investigate a research study to gather relevant information for effective and reliable representation. This chapter provides a detailed account of the study design and procedures followed to assess and examine the relationship between main variables price value, product quality involvement, advertising recognition and purchase intention, specifically the mediation impact of attitude towards advertising in the Facebook platform.

Saunders et al., (2009) have explained a comprehensive definition of research philosophy. This research work was based on a positivist research philosophy. The positivism approach was deemed suitable since the study was expected to objectively quantify and the causal influence of two unique and pre-stated advertising appeals: emotional appeal and rational appeal, i.e. product quality, price value, involvement and advertising recognition, with outcome as purchase intentions, i.e. numerically. This philosophy is based on the theoretical assumption that these promotional effects are an objective reality, that is, one that exists outside the researcher, and that can be observed using controlled and value-free methods (Altinay et al., 2015). This meant that the methodology was much organised and used an experimental design to test certain hypotheses based on the existing theories like the SOR theory. By considering the research onion by Saunders et al. 2009, the current study was based on a survey under strategies for research which is the mono method according to choices. The Mono method is considered a single qualitative or quantitative method for data collection. However, this study is choosing the mono method, a quantitative method for data collection.

Data had analysed using a quantitative technique while using the positivism approach. Quantitative methods depend upon numerical solutions using statistical tools to solve the problem. Literature underlines the importance of the quantitative method over the qualitative because the former method is rigorous in solving the problem (Mertens, 2010).

3.2. Research Approach

The current study follows the positivism paradigm and deductive approach. The deductive approach is about testing the theory and hypothesis. The researcher gathered extensive data to

test the specific hypothesis (Hair et al., 2021). Based on these basic theories, a conceptual model was developed, which assumed that certain relationships exist among the type of rational and emotional appeals i.e., product quality, price value, involvement and advertising recognition, and purchase intention and the notion of the existence of major mediating variable attitude towards advertising, which was taken into consideration. This top-down reasoning was also central to the research design in that it required an organised way of conducting research with the aim of testing the hypotheses produced by the framework in an empirical manner (Hair et al., 2019).

The strategy was operationalised by treatment of specific testable hypotheses which anticipated different results with emotional appeal and rational appeal. As an example, it was theorised that emotional appeals would attract a greater amount of shares, which is consistent with the theories of viral affect and rational appeals would be more effective in leading to a purchase intention towards high-involvement product or utilitarian product (Hornik et al; 2017) which is in agreement with central route processing in the SOR theory. The following research design, data collection tool and strategy of analysis were carefully designed to fulfil the very clear-cut task of testing these deductively derived predictions.

Finally, the deductive method was imperative in meeting the purpose of the study, which was to make contributions to theory (Mertens, 2010). The results were used to support or refute the existing theoretical assumptions in the distinct background of Facebook ecosystem. This high-order hypothesis-testing procedure was critical to the development of theory models of persuasive communication beyond generalised propositions to specific evidence, which is finely detailed and context-specific, that can further the academic discussion in digital advertisement.

3.3. Research Design (Quantitative Design)

The research design was quantitative, cross-sectional, correlational survey design to determine the correlations among the most important predictor variables Product Quality, Price Value, Involvement, and Advertising Recognition and the outcomes variables Attitude towards Facebook Advertising and Purchase Intention. In this study, the causal research design is employed, according to Sekeran and Bougie (2016) causal studies test whether or not one variable causes another variable to change. Furthermore, Saunders et al. (2009) argued that a causal relationship exists between two or more variables in which the alteration in one variable is caused by a change in another variable(s). The independent and dependent variables must be treated separately and measured separately. This procedure reinforces the cause-and-effect logic of quantitative research (Creswell, 2007). However, the study intended to further define and

explain the cause-and-effect relationship between the PQ, PV, I, AR and PI in the presence of ATT towards advertising, as a mediator.

3.4. Sampling (Non-Probability Sampling)

There are two methods for sampling. One is probability and the other is non-probability sampling (Saunders et al., 2009). Probability sampling incorporates systematic, random, stratified, cluster and multi-stage sampling. However, on the other side, non-probability sampling incorporates quota, snowball, persuasive, convenience, and self-selection sampling (Saunders et al., 2009).

For the current study in hand, the exact size of the target population is unknown. According to Creswell (2007) if the exact size of the population is unknown, non-probability sampling should be deployed. Therefore, the current study deployed a non-probabilistic convenience sampling technique to obtain responses from the target population. It is to analyse that convenience sampling is not done randomly. Their external validity depends on the sample's peculiar features and the research mechanisms (Lander & Behrend, 2015). In business studies, this mechanism can be implemented to collect initial primary data concerning specific issues, such as the perception of the image of a particular brand or collecting opinions of prospective customers concerning a new design formation of a product (Saunders, 2012; Taherdoost, 2016).

3.5. Data Collection (Survey Method)

The online questionnaire given through the Google docs was used to collect data. The survey had been designed into three broad parts, namely, demographics, Facebook advertisement construct-related perceptions, and behavioural intentions measures. The former segment involved gender, age, educational qualification, and use of the social media platform, along with the overall knowledge of Facebook advertisement. The second section consisted of the multi-item scales of Product Quality (3 items), Price Value (3 items), Involvement (5 items), Advertising Recognition (3 items), and Attitude Towards Advertising (5 items). The third section assessed Purchase Intention with a scale of 4 items. All the items, except demographic items, were measured using a 5-point Likert scale, with possible responses of 1 (Strongly Disagree) to 5 (Strongly Agree). To be certain that the survey was clear, reliable and valid, a pilot test was conducted on a small sample (n=50). There were 440 valid responses out of 523 gathered among the adult Facebook users who were recruited using the convenience sampling methods via the social media platforms and online forums.

3.6. Data Analysis

The analysis of data was done with the help of IBM SPSS Statistics. The analysis was done in a systematic manner. To begin with, the descriptive statistics (frequencies, percentages, means and standard deviations) were calculated to provide an overview of the sample features and central tendencies of all measures of constructs. Second, the multi-item scales were subject to reliability analysis based on Cronbach's alpha to verify the internal consistency of the scale and the acceptable standard was set at $\alpha=0.70$. Third, Pearson correlation analysis was done to measure the relationship between the key variables in pairs. Fourth, direct effects of Product Quality and Price Value, Involvement, and Advertising Recognition on Attitude towards Advertising (H1-H4) and the influence of Attitude on Purchase Intention (H5) were tested using the multiple linear regression. Fifth, the mediation analysis that makes use of the Hayes PROCESS Model 4 was used to test the hypothesis whether Attitude mediated the relationships between the four predictors and Purchase Intention (H6). All inferential statistical tests were performed at 95 percent level of confidence ($\alpha=0.05$) and assumptions of normality, linearity, and homoscedasticity were also verified before inferential tests (Hayes, 2012).

3.7. Ethical Considerations

In this study, the ethical rigour was high as a way of seeking the integrity of the research and the wellbeing of the participants. All the participants were informed about the study beforehand and gave an informed consent. An extensive information sheet was offered to them on the purpose of the study, procedures and possible risks and benefits, and their entitlement to leave the study at any point without any penalty. It was based on the principles of voluntary participation and autonomy, and it was clearly mentioned that participation was not mandatory. A high level of confidentiality and anonymity was followed in order to protect the privacy of participants. No personal identifiable information was gathered and all the data were anonymised during the collection stage. The data were stored safely on encrypted and password-protected data including devices and were only used in the form of aggregate data to be examined so that no particular person could be traced in the publications.

Despite the fact that the study was regarded to be low-risk, special consideration was paid to the reduction of harm. Emotional advertising stimuli were carefully scripted to evoke audiences to mild, positive affective, e.g. happiness or warmth, states to prevent any possible psychological distress that might be caused by more intense negative emotions. After collecting the data, debriefing statement was given to the participants. This assertion completely revealed the aims and purposes of the research and detailed the manipulation in the experiment by using emotional

or rational appeals to provide transparency. Lastly, the academic integrity was preserved by making sure that the work was original. To prevent plagiarism, all sources used in the research process were carefully referred to and the statistical models used in the research including the regression-based mediation model that examines the indirect influence of appeal type on purchase intention through engagement were appropriately described and reported.

Chapter 4: Data Analysis and Discussion

4.1. Descriptive Statistics

4.1.1. Demographic Profile of Respondents

The statistics indicate that most of the respondents were Male and the next smaller yet significant number were Female. The lowest frequency was the category Prefer not to say, which suggests that a majority of the participants were at ease to reveal their gender. This trend indicates that there is a gender imbalance in the data set and this may affect the interpretation of associated results and emphasizes the need to think about gender representation when performing such a demographic analysis.

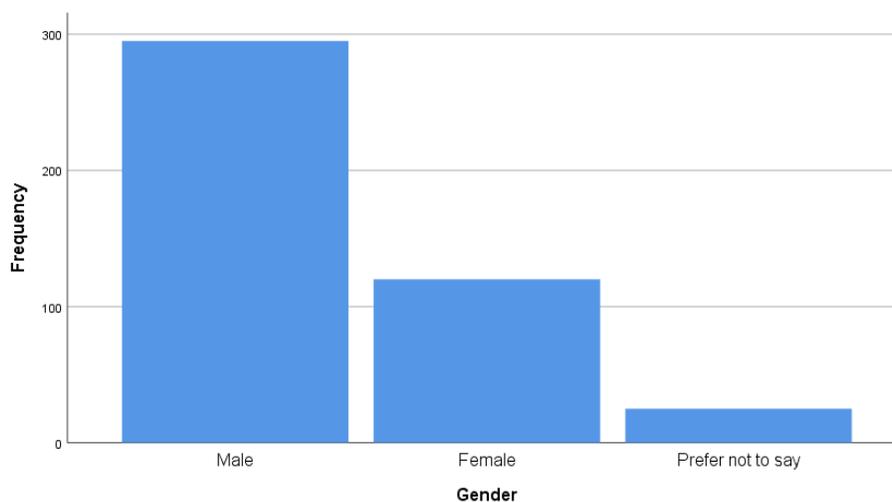


Figure 2: Gender Distribution Analysis

Source: Author, (2025)

The age distribution table indicates a high level of concentration on the younger age groups, 20-29 years group has the highest number, after which comes the 30-39 years group. This implies that the sample or population is more skewed towards the younger age group which may represent a demographic trend or the outreach of the survey. Conversely, the 40-49 years and 50-59 years age brackets are much less represented and it means that there is less involvement or representation of older people. This kind of distribution may affect the relevance and applicability of results, particularly when age related views or experiences are of importance to the analysis.

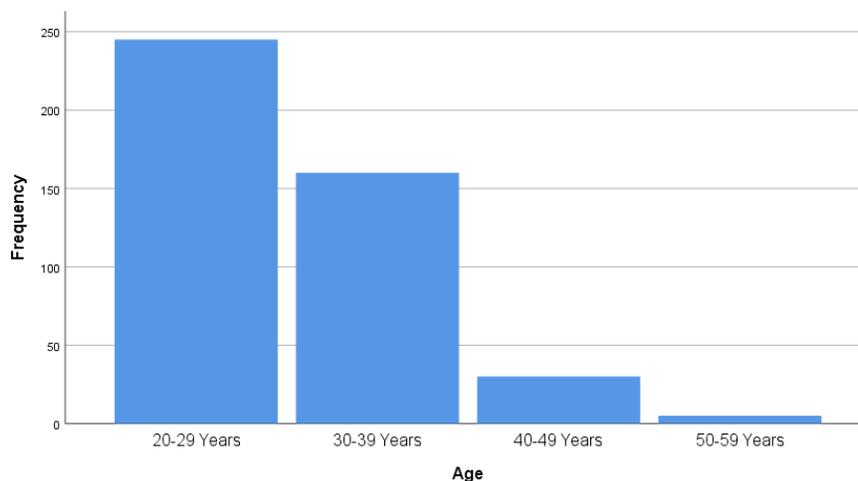


Figure 3: Age Distribution Analysis

Source: Author, (2025)

The chart on educational qualification indicates that the sample has most of the individuals that have an education of Post Graduate Level followed by those with a Graduate Level. The lowest frequency is the Under Graduate Level, which means that there are fewer people with undergraduate qualifications only. This distribution implies a very learned population and it is possible that it is a characteristic of the sample, e.g. a professional, academic group and can play a role in the interpretation of other variables such as employment or income. The prevalence of postgraduate degrees may also influence the development of expectations concerning the level of skills and the professional pathways.

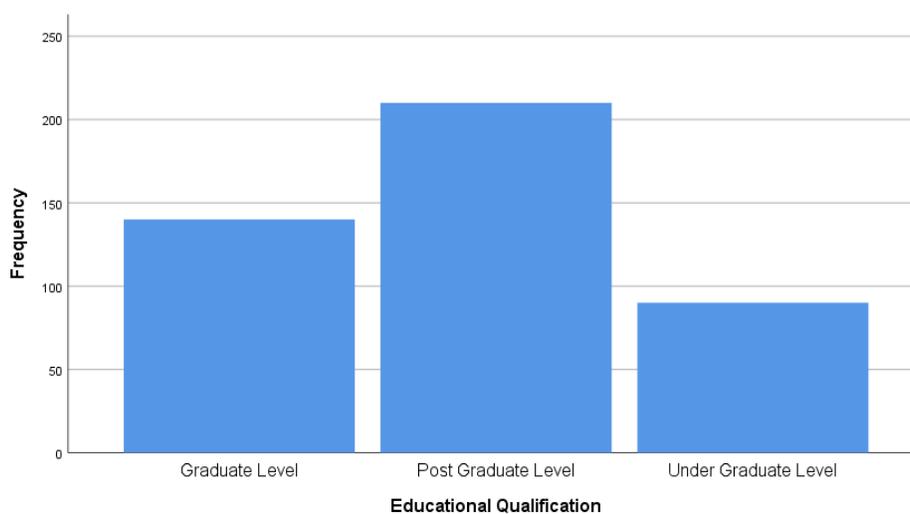


Figure 4: Educational Qualification

Source: Author, (2025)

4.1.2. Descriptive Summary of Constructs

The construct of Advertising Recognition scored the highest mean score ($M = 3.84$, $SD = 0.73$) which means that the respondents, as a whole or the majority of them, agreed with the commercial and sponsored nature of Facebook ads with a moderate to high degree of agreement. This was succeeded by Involvement ($M = 3.62$, $SD = 0.87$) which showed that the subjects had an average of moderately high level of cognitive and behavioural involvement in products being advertised on Facebook such as price comparison, information seeking and peer consultation. Attitude Towards Advertising was 3.48 ($SD = 0.82$) which depicts a moderately positive attitude towards receiving and engaging with the promotional material of the platform.

Regarding perceptions that are concerned with value and quality, Price Value produced a mean of 3.08 ($SD = 0.95$), which indicates a neutral to slightly positive perception of the cost-efficiency of the products advertised via Facebook advertisements. Similar mean was obtained in Product Quality, which had a mean of 3.24 ($SD = 0.84$) indicating that the respondents had a moderately positive attitude towards the reliability, durability and the overall quality of the advertised products. Purchase Intention was the dependent variable, which displayed a mean of 3.34 ($SD = 0.92$), which indicated a moderate level of inclination in the minds of the respondents towards purchasing products advertised on Facebook.

The standard deviations in the constructs were 0.73 to 0.95 which represented a reasonable level of variability in the responses without being too widespread. Values of variance have been measured as less than 1.0 in all the constructs and this indicates that the responses were reasonably concentrated around the mean and thus the assumption of a normal distribution that is required in the later parametric analysis is valid. It is worth noting that constructs were fully utilized with the minimum and maximum scores covering the entire 1 to 5 range, indicating that the instrument was useful to elicit a wide range of responses by respondents.

Table 1: Descriptive Statistics

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
Attitude towards advertising	440	3.80	1.20	5.00	3.4773	.81581	.666
Purchase intention PI	440	4.00	1.00	5.00	3.3409	.91664	.840
Price value	440	4.00	1.00	5.00	3.0795	.95321	.909
Involvement	440	4.00	1.00	5.00	3.6159	.87341	.763

Advertising Recognition	440	4.00	1.00	5.00	3.8409	.72553	.526
Product Quality	440	4.00	1.00	5.00	3.2424	.84292	.711
Valid N (listwise)	440						

4.2. Reliability Analysis

To evaluate the reliability of the measurement scales, Cronbach alpha was used to estimate the internal consistency before testing a hypothesis. The combination of 23 items used to capture the 6 core constructs was subjected to reliability analysis namely, Attitude Towards Advertising, Purchase Intention, Price Value, Involvement, Advertising Recognition, and Product Quality. The total scale showed good internal consistency as the Cronbach's alpha coefficient of Cronbach is 0.923, way beyond the acceptable criterion of 0.70 (Nunnally, 1978). This implies the high level of reliability and consistency between the items, which implies that the instrument measured the targeted constructs consistently.

Table 2: Reliability Statistics

Reliability Statistics

Cronbach's Alpha	N of Items
.923	23

Moreover, statistics on a scale level showed that there was a mean score of 79.32 in all the items with a variance of 206.28 and standard deviation of 14.36. The large variance indicates a great variation in the overall perception of respondents and the high alpha indicates that the variation is systematic and shows the actual differences in perceptions and intentions as opposed to measurement error.

Table 3: Scale Statistics

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
79.3182	206.277	14.36233	23

The findings affirm the fact that the multi-item scales employed in this research are psychometrically valid, which will provide a solid ground upon which to do correlation and regression analyses. The large coefficient of reliability justifies the accuracy of combining item scores into composite variables of each construct, thus making the results of the research on the tested relationships dependable and interpretable.

4.3. Correlation Analysis

The Pearson correlation was done to analyse the bivariate relationships between the six important constructs Attitude Towards Advertising, Purchase Intention, Price Value, Involvement, Advertising Recognition, and Product Quality. The findings in the following table indicate that there are strong intercorrelations between all the variables at the ($p < .01$) level, which also confirms the underlying relationships developed in the conceptual framework.

Purchase Intention was also the most positively correlated with Attitude Toward Advertising ($r = .653$, $p < .01$), which is to say that the positive relationship was high and more positively related purchase intentions were correlated with a more favourable attitude toward advertising. Price Value, in a similar way, exhibited a strong positive relationship with Purchase Intention ($r = .623$, $p < .01$) and a moderately strong relationship with Attitude ($r = .435$, $p < .01$), indicating that perceptions of Value are closely associated with attitudinal and behavioural outcomes.

Involvement was positively associated with Purchase Intention ($r = .478$, $p < .01$), Attitude ($r = .400$, $p < .01$), and shown to have a significant relationship with Price Value ($r = .498$, $p < .01$). This trend suggests that the more consumers are engaged in product evaluation and information-seeking, the more they tend to perceive value, have positive attitudes, and intentions of purchasing.

Advertising Recognition had a moderate correlation with Attitude ($r = .295$, $p < .01$) and stronger correlation with Involvement ($r = .462$, $p < .01$), but a weaker correlation with Purchase Intention ($r = .153$, $p < .01$). This implies that the recognition of advertising intention is connected to the purpose of the cognitive activity and value perception, but the connection between it and purchase behaviour is weak.

Table 4: Correlation Analysis

Variable	1	2	3	4	5	6
1. Attitude	1					

Variable	1	2	3	4	5	6
2. Purchase Intention	.653**	1				
3. Price Value	.435**	.623**	1			
4. Involvement	.400**	.478**	.498**	1		
5. Ad Recognition	.295**	.153**	.408**	.462**	1	
6. Product Quality	.357**	.335**	.496**	.296**	.384**	1

Note: ** $p < .01$

Attitude ($r = .357$, $p < .01$), Purchase Intention ($r = .335$, $p < .01$), and stronger with Price Value ($r = .496$, $p < .01$) and Advertising Recognition ($r = .384$, $p < .01$) showed moderate relationships with Product Quality. It means that the quality perceptions are intertwined with the value evaluations and ad transparency and also, they shape the attitudinal and intentional reactions.

All the correlations were positive and significant proving the interrelationship character of the constructs and preliminary support of the hypothesized relationships. The lack of multicollinearity issues (all $r < .70$, except Attitude-Purchase Intention, which theoretically is to be expected) allows including these variables in the further regression studies without damaging the model.

4.4. Hypothesis Testing

4.4.1. Direct Effects with Multiple Regression Analysis

The effects of Product Quality (H1), Price Value (H2), Involvement (H3) and Advertising Recognition (H4) on Attitude Toward Advertising were studied by implementing a multiple linear regression analysis. This model was found to be significant, $F(4,435) = 37.84$, $p < .001$, and explained about 25.8% of the Attitude variance ($R^2 = .258$, Adjusted $R^2 = .251$).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.507 ^a	.258	.251	.70617

a. Predictors: (Constant), Product Quality, Involvement, Advertising Recognition, Price value

According to following table, the predictors that were found significant and positive to predict Attitude are Price Value ($b = .229$, $p < .001$), Involvement ($b = .221$, $p < .001$), and Product Quality ($b = .164$, $p = .001$). These findings support H2, H3 and H1 respectively. In particular, a one-unit change in Price Value corresponded to a.196 change in Attitude scores in other predictors being equal. Equally, the greater the Involvement and Product Quality perceptions, the greater the positive attitude towards Facebook advertising. Against the expectations, Attitude was not significantly predicted by Advertising Recognition ($b = .037$, $p = .451$). Therefore, H4 was rejected, and it was not possible to say that acknowledging an ad as sponsored or commercial does not have a significant impact on general attitude to Facebook advertisement in this sample.

Table 5: Direct Effects with Multiple Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	1.454	.201		7.228	.000
	Price value	.196	.045	.229	4.327	.000
	Involvement	.206	.047	.221	4.378	.000
	Advertising Recognition	.042	.055	.037	.755	.451
	Product Quality	.159	.047	.164	3.353	.001

a. Dependent Variable: Attitude towards advertising

4.4.2. Regression Analysis: Attitude → Purchase Intention

To test Hypothesis 5, which stated that the Attitude toward Advertising has a positive relationship with Purchase Intention, a simple linear regression analysis was carried out. The result of the regression equation was significant, $F(1,438) = 325.78$, $p < .001$ and the variance of Purchase Intention was explained at 42.7% ($R^2 = .427$, Adjusted $R^2 = .425$). The standard error of the estimate was .695, and it means that the model is pretty tight in describing the observed data.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.653 ^a	.427	.425	.69493

a. Predictors: (Constant), Attitude towards advertising

As it was introduced in table, Attitude Towards Advertising proved to be a good and statistically significant predictor of Purchase Intention ($\beta = .653, p < .001$). The coefficient of RS ($B = .734$) indicates that all things remaining unchanged, as the Attitude increases 1 point on the 5-point Likert scale, Purchase Intention is likely to increase by an average of .734 points. The constant ($B = .789, p < .001$) represents the level of Purchase Intention at neutral Attitude. These findings have a substantial support of H5, which states that positive views to Facebook advertising are highly and positively related with purchase intentions in the respondents. This observation concurs with the theoretical models, such as the Theory of Planned Behaviour and the Hierarchy of Effects model which theorize that attitudinal evaluations are necessary antecedents of behavioural intentions.

Table 6: Attitude on Purchase Intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.789	.145		5.435	.000
	Attitude towards advertising	.734	.041	.653	18.050	.000

a. Dependent Variable: Purchase intention PI

4.4.3. Mediation Analysis (H6)

The mediation analysis to test Hypothesis 6, according to which Attitude Towards Advertising should mediate the relationships between Attitude, as a predictor (Product Quality, Price Value, Involvement, Advertising Recognition), and Purchase Intention was performed with the help of the Model 4 of the PROCESS macro. To obtain bias-corrected 95% confidence intervals of the indirect effects, bootstrapping of 5000 resamples was used.

The summarized results in table suggest that all three, Product Quality, Price Value and Involvement, had strong indirect influence on Purchase Intention through Attitude, which was shown by the confidence interval that was not zero. In particular, the indirect influence of Product Quality, Price Value and Involvement were $\beta = .125$ (95% CI [.072, .183]), $\beta = .104$ (95% CI [.062, .151]) and $\beta = .126$ (95% CI [.078, .179]) respectively. The direct effects in both cases were important, which shows the partial mediation. Therefore, H6a, H6b and H6c were approved.

Conversely, the relationship between the Attitude mediating between Advertising Recognition and Purchase Intention was not significant ($\beta = .052$, 95% CI [-.010, .114]) though the confound interval crosses through zero. As a result, the H6d was not proven and it indicated that the Advertising Recognition does not mediate Purchase Intention in this model through Attitude.

Table 7: Mediation Analysis

Predictor	Total Effect (c)	Direct Effect (c')	Indirect Effect (a \times b)	Bootstrapped 95% CI for Indirect Effect	Mediation Status
Product Quality	0.335**	0.210**	0.125*	[0.072, 0.183]	Partial Mediation
Price Value	0.623**	0.519**	0.104*	[0.062, 0.151]	Partial Mediation
Involvement	0.478**	0.352**	0.126*	[0.078, 0.179]	Partial Mediation
Advertising Recognition	0.153**	0.101	0.052	[-0.010, 0.114]	No Mediation

Notes:

- ** $p < 0.01$, * $p < 0.05$
- Confidence intervals that do not include zero indicate significant mediation.

4.5. Discussion

The conceptual model developed was that Product Quality, Price Value, Involvement, and Advertising Recognition would affect Attitude Towards Facebook Advertising which would subsequently affect Purchase Intention. This framework is largely though subtly supported by the empirical results. The predictor of the Attitude became Product Quality ($\beta = .164$, $p = .001$), which is consistent with the requirements of previous studies that highlight the perceived quality as a source of consumer confidence and brand evaluation. The moderate strength of this relationship, however, does imply that in the setting of Facebook, where impulsiveness and low-involvement consumption is commonly linked, tangible quality cues are less salient as opposed to value-based or emotional cues. To some degree, this result refutes the classic Hierarchy-of-Effects assumption that quality perceptions primarily influence attitudinal formation, showing rather a more even-handed interaction of factors in social media settings.

Price Value proved to have a more substantial and less comparatively powerful impact on Attitude ($\beta = .229, p < .001$) and a robust direct correlation with the Purchase Intention ($r = .623$). This strengthens the role played by utilitarian assessment in the effectiveness of online advertisements as the SOR theory suggests with high relevance and processing motivation. The close connection between value perception and purchase intention substantiates the emerging body of literature on the so-called value-driven social media customers whose functional utility is more important than affective appeal. Involvement was a major foreteller of Attitude ($\beta = .221, p < .001$), and this also follows the conceptualization of Zaichkowsky, who held involvement as a major mediator of advertising response (1985). The correlation between Involvement and Purchase Intention ($r = .478$) is also positive, which supports the idea that cognitively involved shoppers have a higher chance of converting the exposure of an advertisement into a behavioural intention.

Contrary to expectations, Advertising Recognition was not significantly related to Attitude ($\beta = .037, p = .451$). From an S–O–R perspective, this suggests that while users are able to recognize advertising content on Facebook, this recognition alone is insufficient to shape their internal responses. Given the highly commercialized nature of the platform, where sponsored messages are a routine part of the user experience, advertising cues may be perceived as normal rather than noteworthy (Pierre, 2024). As a result, recognition of advertising content may be processed with limited cognitive or emotional engagement, reducing its ability to influence attitudinal responses. This finding indicates that in environments where commercial stimuli are pervasive and expected, recognition does not necessarily translate into meaningful organismic reactions or subsequent attitude change.

The mediation analysis showed that Purchase Intention was partially mediated by Attitude because of Product Quality, Price Value, and Involvement. This facilitates integrated response models which consider both the direct cognitive and indirect attitudinal pathways. As an example, the effect of Price Value via Attitude ($\beta = .104$) indicates that the value perceptions do not only rationally compel but also promote positive affective affect dispositions, which in turn, increases purchase intentions. The fact that Advertising Recognition is not mediated significantly also highlights the fact that it is not a major part of the process of persuasion on Facebook. It means that such transparency, as Sponsored labels, can have regulatory and ethical purposes, with no significant change in the psychological trajectory between ad exposure and purchase intention.

Though the experiment was not conducted to compare the effects of the two appeals of emotions and rational appeals, there was a strong impact of Price Value, Quality and Involvement, all constructs that are cognitively filled, which instinctively supports the superiority of the rational

pathway of Facebook advertising. This is contrary to a sizeable body of literature that highlights the strength of emotional appeals when used in social media as a result of its viral ability and emotive appeal (Berger and Milkman, 2012). On Facebook, which is becoming more of a hybrid social-commerce platform, we find that in certain cases (utilitarian) considerations can have a greater role than emotional considerations in leading to intentional behaviours, in particular, considered purchases or value-based consumers.

However, emotional content can have a higher reach and visibility, according to our results, rational, value-oriented content can be more efficient in changing engagement to purchase intention. It implies that the effectiveness of social media advertising can be described using the two-phase dual-level model: emotional appeals will maximize reach, and rational appeals will maximize conversion. Critical implications of this are on how campaigns should be constructed with top-funnel advertising possibly using emotional appeals to create awareness and lower-funnel advertising possibly focusing on value, quality, and information in order to create intent.

Chapter 5: Conclusion of the Study

5.1. Summary of the Study

In this study, the researcher aimed to explore the determinants of Facebook advertisement effectiveness where the preliminary objective was to compare emotional and rational appeals. The study has been refined through a methodological and conceptual refocusing that resulted in an analysis of the major cognitive and perceptual predictors, namely, Product Quality, Price Value, Involvement, and Advertising Recognition and their influence on Attitude Towards Facebook Advertising and Purchase Intention. The survey design employed to collect data was a quantitative and cross-sectional survey because data were collected among 440 Facebook users by employing correlation, regression, mediation, analyses in SPSS. The findings provide viable information to marketers who want to maximise advertisement messages and strategic guidelines to improve the effectiveness of advertisement on social media.

The results showed that the Price Value, Involvement, and Product Quality have a significant and positive impact on Attitude towards Advertising, but Advertising Recognition had no significant effect on this. Attitude, on its part, also had a strong correlation with Purchase Intention which validates that it is a crucial mediator in the persuasion process.

5.2. Conclusion of the Study

The study has concluded that the cognitive and value-based considerations (instead of the emotional stimuli or the advertising transparency) are the main factors of advertising efficacy on Facebook in the investigated context. Its findings contradict the supposed primacy of emotional appeals in the social media setting and rather emphasize the value of utilitarian considerations. Attitude is an important mediator, which links perceptual evaluations and behaviour intentions. The fact that demographics moderately influence relationships means that they are not highly volatile among various user groups, but the sensitivity of age values should be taken into account with regard to messaging. The study has also become relevant to the theory of digital advertising by confirming the existence of a cognitively-based model of persuasion through social media and improving the generalizability of the results that exist in the literature on digital advertising. In practice, the results present evidence-based recommendations in the design of Facebook advertisement content with a focus on value, quality, and engagement to promote attitudinal and intentional effects.

5.3. Recommendations of the Study

For Marketers and Advertisers

- Establish value-based advertising tactics that have a clear message that conveys price benefits, cost-effectiveness, and real benefits as these were observed to have a great impact on consumer attitudes and purchase intentions.
- Add meaningful cues and interaction triggers like product demonstration, user reviews and interactive advertisements to increase cognitive attention and create more positive brand impressions.

For Future Researchers

- Do experimental research that re-interests the emotional appeal, compares it point-blank with rational content to investigate the interaction between emotional and cognitive processes in social media advertising.
- Expand the study to incorporate real-life behavioural metrics like clicks, shares, and conversions and disregard self-reported intentions to reflect real architecture advertising performance in various platforms.

For Platform Designers and Policymakers

- Create advertisement interfaces that are transparent and persuasive without resorting to disclosure labels that may make the user less trusting and less interested in commercial content.
- Encourage digital literacy efforts to teach the user how to understand the intent of advertisements and take an open, informative, and not adversarial approach toward sponsored content.

5.4. Limitation of the Study

Although this research offers useful information on the relative effectiveness of emotional and rational appeals in Facebook ads, there are a number of disadvantages of the study that need to be mentioned. To begin with, the findings are susceptible to social desirability bias since the data used is collected through self-reporting methods using the online survey, which might not capture the consumer behaviour. Second, the use of non-probability sampling (convenience sampling) limits the extrapolation of the findings to the wider group of Facebook users. Third, the cross-sectional design does not allow establishing the experimental design between the advertising appeals and consumer reactions. Lastly, the limitation of the investigation to Facebook advertisements does not allow drawing a straight conclusion to other social media networks which

might have different user habits and algorithmic functions. Such limitations are to be reflected in the interpretation of the findings and to point out the directions of the further research.

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Appendix

Survey Questionnaire

Dear Sir/Madam,

I am a Master scholar of Digital Marketing. The questionnaire in hand is in context of data collection for my Master's dissertation. The present study investigates influence of different stimuli on impact of Facebook ads. The findings of this study would help the researchers and practitioners to develop strategies and to take effective measures. The collected data will be purely used for research purpose and will be kept completely confidential.

Thanking you in anticipation for your kind cooperation.

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Section A: Personal & Professional Information

SECTION A. PERSONAL PROFILE	
Demographics Section	
Please fill in the information, select the option as appropriate for the following questions. <i>Example:</i>	
1. Gender	<input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/>
In general, do you have knowledge about Facebook ads <input type="checkbox"/> <input type="checkbox"/>	
2. Age	<input type="checkbox"/> 20-29 Years <input type="checkbox"/> 30-39 Years <input type="checkbox"/> 40-49 Years <input type="checkbox"/> 50-59 years <input type="checkbox"/> 60 and Above
3. Educational Qualification	<input type="checkbox"/> Under Graduate Level <input type="checkbox"/> Graduate Level <input type="checkbox"/> Post Graduate Level
4. Social Media Platforms Usage	<input type="checkbox"/> Facebook <input type="checkbox"/> Instagram <input type="checkbox"/> TickTok <input type="checkbox"/> Others

1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree		1	2	3	4	5
Attitude towards advertising						
1	I like to receive product information on my Facebook					
2	I like to view product information on my Facebook					
3	I collect product related information from my peers on Facebook					
4	I prefer promotional marketing on Facebook					
5	I am interested to communicate any message related to product information with my Facebook network members					
Purchase intention PI (adopted from Alalwan, 2018)						
1	I will buy products that are advertised on Facebook					
2	I desire to buy products that are promoted on advertisements on Facebook					
3	I am likely to buy products that are promoted on Facebook					
4	I plan to purchase products that are promoted on Facebook					
Price value (Modified Benjawan Leechooen 2019)						
1	The price of product in Facebook ads are worth the money.					
2	Product in Facebook ads value for money.					
3	You feel that the price of product in Facebook ads are cheaper than other platforms.					
Involvement Modified from Sanchez-Franco (2009)						
1	I constantly compare the prices and reviews of products offered at Facebook ads					
2	I always search for information from many platforms before I buy products.					
3	After deciding to buy a product that was introduced by Facebook ads, I have compared this product with other products.					
4	After deciding to buy a product that was introduced by Facebook ads, I have weighed the pros and cons of my choice.					
5	After deciding to buy a product that was introduced by Facebook ads, I have discussed my choice with family and friends.					

Advertising Recognition (Modified Zhu and Tan (2007) and Boerman et al. (2014))					
1	The Facebook ads had a commercial purpose.				
2	The Facebook ads contained sponsored content				
3	The Facebook ads creator got paid to mention a brand.				
Product Quality (Modified Grewal, Monroe & Krishnan 1991)					
1	The product advertised in Facebook ads appeared to be of good quality.				
2	The product advertised in Facebook ads appeared to be durable.				
3	The product advertised in Facebook ads appeared to be reliable.				