

Original Article

Advertising Appeals and Consumer Responses: Comparing Emotional and Informational Adverts in Delhi NCR

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Abstract - In the modern marketplace, with changing consumer preferences and growing digital connectivity, consumer decisions are shaped rapidly by brand narratives, factual information, and emotional signals. Therefore, advertising has become an essential tool in shaping consumer behavior and perception, and in forming a firm's brand identity. This research paper aims to study consumer psychology in depth and the impact of emotional and informational advertising on consumer purchase intention, affective brand experience, intellectual brand experience, advertiser approach/avoidance, and attitude towards digital signage in the Indian market context. Using a quantitative approach, data were gathered from 135 participants in the Delhi NCR area by employing various standardized scales. The sampling technique used was a combination of convenience and judgment sampling, designed to capture a wider audience. The results, analyzed through t-tests, underscore the impact of different advertisements on consumers, with gender emerging as a significant factor. Additionally, factors such as marital status were also taken into consideration, where married individuals showed a stronger inclination towards informational ads. It was also interesting to find that informational ads can be applied broadly without the need for gender-specific targeting, which contrasts with the findings for emotional ads. The findings help us to understand our consumers, and they offer valuable insights for marketers who wish to see a real change in consumer engagement by strategically executing content delivery for their brands. Furthermore, this research is also beneficial for researchers who wish to broaden their understanding of consumer behaviour.

Keywords - Advertising Appeal, Brand Loyalty, Consumer Behaviour, Consumer Perception, Purchase Intention.

1. Introduction

Advertising has long played a crucial role for businesses, helping to influence consumer behavior and shape brand perceptions. As a fundamental component of marketing, advertising has become a tool to communicate with consumers, familiarise them with the brand, and drive purchase decisions. In today's highly competitive market, consumers have numerous choices; therefore, the art of crafting effective advertising has become indispensable for businesses to survive and thrive. The global advertising industry has now surpassed \$1 trillion [1], reflecting its significance in the modern economy.

Advertisements not only promote products but also influence consumer psychology by creating associations, evoking emotions, and shaping perceptions about value. Diverse motivations drive consumer purchase decisions. Some consumers prioritize functionality and convenience, while others are drawn to emotional narratives or aesthetic appeal. To cater to these diverse motivations, companies

strategically design advertisements to appeal to different market segments. Brands often employ multiple advertising strategies for the same product, tailoring their message to different demographics. For example, Nike's Air Max was marketed through three different campaigns [2]: the "Art of Negative" campaign emphasized the aesthetic appeal of the shoes, the "Air Max Technology" campaign highlighted technical features, and the "Kiss My Airs" campaign targeted a younger audience, showcasing themes of empowerment and streetwear culture. Similarly, Apple has employed both emotional storytelling and product-focused informational ads to appeal to different consumer groups. These examples highlight the significance of understanding how various types of advertisements influence consumer decision-making and brand loyalty.

According to a study conducted by Sharma and Verma (2023) [3], emotional appeal in modern advertising has a significant impact on consumer buying behaviour as it strategically uses emotions and evokes feelings of nostalgia,



empathy, fear, etc, to connect with the audience. Their methodology involved a comprehensive review of case studies and existing literature. Their study, which aimed to examine the psychological impact of emotional advertising on consumer behaviour, found that these types of ads help the consumer to form a connection with the brand through their personalised ads, thus increasing brand engagement. The findings suggest that these ads not only initiate quick decision-making, but a well-constructed narrative also gets embedded in a consumer's mind, which helps in increasing brand recall and influencing future purchasing behaviours.

Another study [4] conducted to gauge the impact of informational advertising on market structure and consumer behaviour suggests that these types of ads are more reliable, and they help consumers to make informed choices about the product they are going to buy. Their methodology involved constructing a theoretical model. They found that firms using informational advertising gained a competitive advantage over those using emotional advertising, as informational ads provide consumers with better clarity to choose the best product in a competitive marketplace. It also suggested that increasing the number of informational ads can help in segregating similar brands in the marketplace on the basis of reliability, quality, etc.

Another study [5] on the impact of various emotions on purchasing decisions found that negative emotions, as characterised in emotional ads, can result in quick purchases due to fear, sadness, or a sense of guilt for missing out on the product. They surveyed in Bangalore and gathered data from 150 participants. The survey included prompts such as participants' emotional responses in various situations and their feelings after making a purchase. After analysing the data, it was found that emotional ads create a psychological response by tapping into a particular emotion of the person. This study also explained how emotional ads should be supported by a rational message, rather than just meaningless narratives.

A study [6] aimed to find the impact of advertising on consumer behaviour. A survey was conducted to collect information on various advertising strategies. It collected responses from 250 participants from Pune, Maharashtra. It was found that consumers are biased towards informational advertising as it offers clear and concise information about the product, which also leads to stronger brand loyalty. The study also suggested that informational advertising is the most effective form of marketing.

Emotional advertising showcases different narratives through ads that evoke different kinds of emotions, ranging from love and joy to anger, guilt, etc., to connect with the consumers on a deeper level. Emotional advertising fosters a strong brand connection by evoking a specific emotion, such as fear, love, or happiness. These ads influence consumers'

purchase intention on a psychological level. Unlike informational ads, these types of adverts may drive consumers to make quick purchases if the advertisement evokes a feeling of excitement or a feeling of missing out on a certain product. A consumer is more likely to resonate with a brand that portrays a sense of belonging, and they choose that product that aligns with their identity and values. Emotional ads also lead to higher brand recall [7] as they generate a strong memory structure, which can, in turn, lead to repeated purchases.

Informational advertising provides in-depth information about the product to give consumers better clarity and knowledge about the product. Informational advertising focuses more on the product features and benefits. It taps more into the logic and the reasoning behind the product. This type of advertising answers this question from a brand's perspective: "Why should you choose our product in a market full of consumer choices, and what makes our product unique?" These types of ads enhance brand loyalty and build consumer trust, as when you put information about your product in an ad, you position yourself to be honest and credible. The consumer is most likely to buy a product with exceptional quality that can be used for an extended period, even if it is expensive. Therefore, a brand must convey this message to its consumers through informative advertising.

Although numerous studies have been conducted on this or similar topics, a gap remains in the research. The role of advertising in shaping long-term brand loyalty and influencing brand perception is not extensively studied. Research in this area has not been extensively conducted. The impact of these different types of advertisements has been studied to some extent; however, there is limited information on how each of these ads is strategically applied to different product categories to cater to diverse consumers. Most studies discuss the impact of these advertisements individually, but none have examined the combined effect of these different advertisements within the same product category. For example, how the same brand can advertise its product in different ways. Usually, only how gender affects consumer purchase intention has been studied; however, there are still many external factors, such as cultural background and different social segments, that are necessary for understanding the purchase intentions of various market segments in detail. As the market landscape becomes increasingly competitive each day, it is essential to bridge this gap and gain a deeper understanding of our consumers and market trends. To secure a spot in the market today, we must observe and analyze what consumers need and communicate with them through effective advertising. It is the best way to pitch our product to the market. This research aims to investigate the impact of emotional and informational advertising on consumer purchase intentions and perceptions in the Delhi NCR region.

2. Methodology

2.1. Research Aim and Hypotheses

This research primarily aims to investigate the impact of emotional and information-based advertisements on consumer purchase intention, brand experience, and attitudes within the Indian market, with a focus on the Delhi NCR region. It also evaluates the degree to which variables such as marital status and gender play a role in how consumers view these advertisements and adjust their purchasing decisions based on them. By understanding the impact of these marketing strategies, companies can deliver a superior customer experience tailored to their specific needs. This would enhance brand loyalty and consumer satisfaction.

The following are the hypotheses of the study:

- H₀₁: There is no significant difference in the purchase intention of consumers based on ad type.
- H₀₂: There is no significant difference in the attitude towards digital signage of consumers based on ad type.
- H₀₃: There is no significant difference in the advertiser's approach/avoidance of consumers based on ad type.
- H₀₄: There is no significant difference in the purchase intention on viewing an informational ad based on gender.
- H₀₅: There is no significant difference in the attitude towards digital signage on viewing an informational ad based on gender.
- H₆: There is no significant difference in the advertiser approach/avoidance on viewing an informational ad based on gender.
- H₇: There is no significant difference in the purchase intention on viewing an emotional ad based on gender.
- H₈: There is no significant difference in the attitude towards digital signage on viewing an emotional ad based on gender.
- H₉: There is no significant difference in the advertiser approach/avoidance on viewing an emotional ad based on gender.
- H₁₀: There is no significant difference in the purchase intention of females based on ad type.
- H₁₁: There is no significant difference in the purchase intention of males based on ad type.
- H₁₂: There is no significant difference in the attitude towards the digital signage experience of females based on ad type.
- H₁₃: There is no significant difference in the attitude towards digital signage of males based on ad type.
- H₁₄: There is no significant difference in the advertiser's approach/avoidance of females based on ad type.
- H₁₅: There is no significant difference in the advertiser's approach/avoidance of males based on ad type.
- H₁₆: There is no significant difference in the purchase intention of married individuals based on ad type.

H₁₇: There is no significant difference in the purchase intention of unmarried individuals based on ad type.

H₁₈: There is no significant difference in the attitude towards the digital signage experience of married individuals based on ad type.

H₁₉: There is no significant difference in the attitude towards digital signage of unmarried individuals based on ad type.

H₂₀: There is no significant difference in the advertiser's approach/avoidance of married individuals based on ad type.

H₂₁: There is no significant difference in the advertiser's approach/avoidance of unmarried individuals based on ad type.

2.2. Research Design and Data Collection

This study employs a quantitative research design to investigate the impact of advertisements on consumer purchase intention. Two surveys were created to gather structured primary data from participants in the Delhi NCR area. The surveys were strategically distributed to diverse participants to ensure that the samples were representative, to minimize bias, and to strengthen the validity of the results. The data collection was conducted through Google Forms, a platform that made the process seamless and ensured feasible access to the participants.

The two surveys were designed to cater to different types of advertisements for Dove, used here as a representation of the soap category in consumer goods. Survey 1 (E) exposed participants to an emotional advertisement that highlighted themes of empathy and personal resonance by incorporating emotional storytelling within the brand narrative. Survey 2 (I) displayed an informational advertisement that focused on rational appeal and factual information, such as product features and benefits.

- Survey 1: Emotional Ad Survey (E)
- Survey 2: Informational Ad Survey (I)

The survey was structured as follows: Section 1 (Demographic Information): This section was designed to gather essential demographic data, including age, gender, place of residence, employment status, marital status, and highest level of education, in order to categorize respondents into different samples for analysis. Section 2 (Advertisement Video): In the second section, participants were required to watch a video advertisement from Dove, as the third section included questions related to it. The 1st survey contained the emotional ad video, while the second survey showcased the informational ad video. Section 3 (Survey questions): The final section of the form included five standardized scales to measure intellectual brand experience, affective brand experience, attitude towards the Digital Signage (DS) advertisement, advertiser avoidance/approach, and purchase intention.

2.3. Scales and Tools Used

Three standardized scales were used to measure the key constructs in the study: attitude towards the digital signage, advertiser approach/avoidance, and purchase intention. Participants responded to the survey questions using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Attitude towards the Digital Signage (DS) advert, a 4-item scale, measured the consumer's attitude specifically towards the advertisement rather than the brand. It also assessed the relevance of the advertisement in guiding the consumers to find the product or service they were looking for. It included statements like "I would describe my attitude towards the advert (rather than the brand) as: (dislike very much-like very much)" [8, 9] and "Viewing the content motivates me to search for a specific product or service in the store". Advertiser avoidance/approach, a 5-item scale, was used to assess the positive or negative shift in consumer behavior, such as purchasing decisions, brand loyalty, and feelings towards the brand following exposure to the brand's advertisement.

This was seen in statements such as "After viewing the advert, I will be likely to use the brand more often" [10] and "After viewing the advert, if I were planning to buy a soap, I would be more likely to buy from the brand". Purchase intention, a 4-item scale, measured the likelihood that a consumer would buy a product or service after watching the advertisement. The statements included: "I desire to buy the product advertised" [11] and "I plan to purchase the product advertised" [11]

The sampling technique used was a combination of convenience and judgment sampling to reach a wider audience. Judgment sampling was employed while distributing the survey to selected participants who were likely to understand and engage meaningfully with the survey questionnaire, ensuring relevance to the study's objective. Further convenience sampling was employed by requesting participants to share the survey with their

networks. Each Survey (E) and (I) was sent to a different group of participants, and each participant was only exposed to one type of survey.

2.4. Ethics and Informed Consent

Informed consent was taken from all the participants before they participated in the survey. At the start of the Google Form survey, it was briefly mentioned that all the information provided by the participants would remain confidential and their identity would not be disclosed to any third party. Furthermore, it was also guaranteed that there was no potential risk associated with participating in the survey, and participants could terminate their participation at any point during the study. Participants also agreed to participate in the study as soon as they began answering the questions. This was reinforced through the following statement – "By proceeding with the survey, you confirm that you have read and understood the information provided and voluntarily consent to participate in this study."

3. Results and Discussion

As shown in Table 1, independent t-tests were conducted to measure three variables: Purchase Intention, Attitude towards Digital Signage, and advertiser approach/avoidance based on the type of Ad. Participants were exposed to either Informational or Emotional ads. For purchase intention, individuals who were shown the informational ad ($M = 12.99$, $SD = 4.26$) reported significantly higher scores than those who watched the emotional ad ($M = 11.77$, $SD = 3.78$), $t = -1.78$, $p < 0.10$. Similarly, for attitude towards digital signage, individuals exposed to Informational ads ($M=15.91$, $SD=4.74$) scored higher than those exposed to Emotional ads ($M=14.01$, $SD=3.08$), $t = -2.8$, $p < 0.01$. However, the advertiser's approach/avoidance showed a reverse pattern. Here, participants exposed to the emotional ad ($M = 15.94$, $SD = 4.66$) had higher scores than those exposed to the informational ad ($M = 11.8$, $SD = 4.37$), $t = 5.4$, $p < 0.001$. Hence, H_{01} , H_{02} , and H_{03} have been rejected.

Table 1. T-Test Analysis Based on Type of Ad (N=139)

Variable	Type of Ad	n	M	SD	t	p
Purchase Intention	Emotional	69	11.77	3.78	-1.78	0.077*
	Informational	70	12.99	4.26		
Attitude towards Digital Signage	Emotional	69	14.01	3.08	-2.8	0.006***
	Informational	70	15.91	4.74		
Advertiser Approach/Avoidance	Emotional	69	15.94	4.66	5.4	<0.001***
	Informational	70	11.8	4.37		

*** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$

The findings clearly indicate that informational ads were more effective in fostering positive purchase decisions and feelings towards the advert. This finding supports existing literature [12], which reports that consumers tend to rely more heavily on functional and utilitarian information when evaluating products like personal care items for eventual purchase. This means that when consumers are making

decisions about everyday essentials, taking soap here as an essential consumer good into consideration, they prefer practical relevance, like ingredients, safety, and usage, over sentiments. Similarly, for attitude toward the advertisement rather than the brand, informational ads are more effective as they provide all the necessary details for decision-making. Research finds [13] that providing clear, actionable messages

leads to positive sentiments about an ad. However, for advertiser approach/avoidance, participants who were shown the emotional advert recorded higher scores. This indicates that emotional ads are more effective in eliciting interest and favourable behaviour towards the brand, such as a stronger

inclination to purchase from that particular brand. Similar findings are reflected in a paper [14], which reported that emotional appeals can increase consumer responsiveness towards the brand/advertiser directly.

Table 2. T-Test analysis based on Gender for Informational Ad (N=70)

Variable	Gender	n	M	SD	t	p
Purchase Intention	Female	40	11.58	4.08	-0.48	0.63
	Male	30	12.1	4.78		
Attitude towards Digital Signage	Female	40	13.48	2.45	0.27	0.791
	Male	30	13.3	2.9		
Advertiser Approach/Avoidance	Female	40	15.55	4.46	-0.72	0.471
	Male	30	16.4	5.13		

*** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$

In Table 2, independent t-tests were conducted to measure the differences based on gender for participants exposed to informational ads across the same three variables. For purchase intention, female respondents ($M=11.58$, $SD=4.08$) and male respondents ($M=12.1$, $SD=4.78$) demonstrated no statistical difference, $t=-0.48$ and $p=0.63$. For attitude towards digital signage, female respondents ($M=13.48$, $SD=2.45$) and male respondents ($M=13.3$, $SD=2.9$) showed no significant difference, $t=0.27$ and $p=0.791$. Finally, for advertiser approach/avoidance, male respondents ($M=16.4$, $SD=5.13$) and female respondents ($M=15.55$, $SD=4.46$) showed no statistical difference. The analysis reveals that gender does not influence how consumers respond to informational ads across the three variables. Hence, H_{04} , H_{05} , and H_6 have all been retained.

It was interesting to note that the analysis found no statistically significant difference between how both genders responded to informational ads across all three variables. Both groups demonstrated a similar level of intent and overall impression of the brand and ad. This suggests that both males and females process informational ads in the same way, and both genders rely more on the functionality and quality of the product. A research paper [15] found similar results and stated that controlled processing of factual brand information does not vary by gender. From a marketing perspective, this finding highlights that informational advertising can be applied broadly without the need for gender-specific targeting, especially in low-involvement product categories like soap.

Table 3. T-Test analysis based on Gender for Emotional Ad (N=69)

Variable	Gender	n	M	SD	t	p
Purchase Intention	Female	32	12.53	3.21	1.61	0.113
	Male	37	11.11	4.14		
Attitude towards Digital Signage	Female	32	14.94	2.23	2.47	0.016**
	Male	37	13.22	3.51		
Advertiser Approach/Avoidance	Female	32	17.22	3.7	2.22	0.03**
	Male	37	14.84	5.16		

*** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$

As shown in Table 3, independent t-tests were conducted to measure the differences based on gender for participants exposed to emotional ads across the three variables. For purchase intention, female respondents ($M=12.53$, $SD=3.21$) and male respondents ($M=11.11$, $SD=4.14$) demonstrated no statistical difference, $t=1.61$ and $p=0.113$. However, there was a gender-based difference in two variables. For attitude towards digital signage, female respondents ($M=14.94$, $SD=2.23$) had higher scores than male respondents ($M=13.22$, $SD=3.51$), $t=2.47$ and $p=0.016$. Similarly, for advertiser approach/avoidance, female respondents ($M=17.22$, $SD=3.70$) reported higher scores than male respondents ($M=14.84$, $SD=5.16$), $t=2.22$ and $p=0.03$. Hence, H_{08} and H_{09} have been rejected, whereas H_{07}

has been retained. Engagement with an emotional ad's visual media and inclination towards the brand showed a noticeable gender-based difference. Female participants rated both more positively, which suggests that emotional appeal specifically within the personal care category resonates more with women. These results align with the literature [16], wherein it has been found that female consumers show a higher degree of emotional receptivity and narrative identification in ad campaigns featuring beauty and hygiene products. While purchase intention induced by viewing an emotional ad showed no significant difference between the two genders. The lack of difference could be due to the product's (Dove soap) nature as a functional item. Both genders already associate Dove soap with a daily hygiene product. Therefore,

emotional content did not influence either group's purchase intent. The findings imply that emotional advertising tends to

perform well among female audiences, where emotional connection is closely tied to product identity.

Table 4. Independent T-Test Analysis of Females (N=72) and Males (N=67) based on Type of Ad

Variable	Gender	Ad Type	n	M	SD	t	p
Purchase Intention	Female	Emotional	32	12.53	3.21	-0.55	0.586
		Informational	40	13	4.06		
	Male	Emotional	37	11.11	4.14	-1.73	0.09*
		Informational	30	12.97	4.57		
Attitude towards Digital Signage	Female	Emotional	32	14.94	2.23	-0.76	0.451
		Informational	40	15.55	4.46		
	Male	Emotional	37	13.22	3.51	-2.9	0.006***
		Informational	30	16.4	5.13		
Advertiser approach/avoidance	Female	Emotional	32	17.22	3.7	6.15	<0.001***
		Informational	40	11.58	4.08		
	Male	Emotional	37	14.84	5.16	2.25	0.28
		Informational	30	12.1	4.78		

*** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$

As shown in Table 4, independent t-tests were conducted to assess differences based on exposure to informational and emotional ads across the three variables for males and females. For purchase intention, male respondents showed a significant difference again, with higher scores for informational ads ($M = 12.97$, $SD = 4.57$) compared to emotional ads ($M = 11.11$, $SD = 4.14$), $t = -1.73$, $p = 0.09$. A significant difference was found in males' attitudes towards digital signage, with higher scores for informational ads ($M = 16.4$, $SD = 5.13$) compared to emotional ads ($M = 13.22$, $SD = 3.51$), $t = -2.9$, $p = 0.006$. For the advertiser approach/avoidance female respondents showed statistically significant results, scoring higher for emotional ads ($M = 17.22$, $SD = 3.7$) compared to informational ads ($M = 11.58$, $SD = 4.08$), $t = 6.15$, $p < 0.001$. Hence, H_{10} , H_{12} , and H_{15} have been retained, whereas H_{11} , H_{13} , and H_{14} have been rejected.

The findings indicate that male respondents showed a stronger inclination towards informational ads, which influenced their attitude towards digital signage and increased their likelihood of considering the product after viewing the advertisement. This supports previous research that finds that men tend to react positively to an advertisement that highlights its practicality and functional value [17].

This suggests that for this demographic, utility-driven content creates more positive purchasing outcomes. Interestingly, female respondents displayed a stronger inclination towards the advertiser when they viewed the emotional ad. This is similar to the research findings of Moore (2007) [18], who found that emotional content increases approach-oriented behaviour towards the advertiser for women.

Table 5. Independent T-Test Analysis of Married (N=90) and Unmarried (N=45) Individuals based on Type of Ad

Variable	Marital Status	Ad Type	n	M	SD	t	p
Purchase Intention	Married	Emotional	40	11.15	4.14	-2.37	0.02**
		Informational	50	13.28	4.35		
	Unmarried	Emotional	27	12.78	3.12	0.1	0.922
		Informational	18	12.67	4.04		
Attitude towards Digital Signage	Married	Emotional	40	13.53	3.54	-3.1	0.003***
		Informational	50	16.3	4.92		
	Unmarried	Emotional	27	14.85	2.07	-0.58	0.566
		Informational	18	15.44	3.97		
Advertiser Approach/Avoidance	Married	Emotional	40	14.63	4.88	2.39	0.019**
		Informational	50	12.2	4.65		
	Unmarried	Emotional	27	18	3.67	6.61	0.001***
		Informational	18	11.11	3.25		

*** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$

In Table 5, independent t-tests were conducted to understand significant differences in the three constructs for married and unmarried individuals based on viewing either the emotional or informational advert. For married individuals, a statistical difference was found in purchase intention ($t = -2.37$, $p = 0.02$) and attitude towards digital signage ($t = -3.1$, $p = 0.003$), where married individuals favored informational ads more than emotional ones. A statistical difference was found among advertiser approach/avoidance, where both married individuals ($t = 2.39$, $p = 0.019$) and unmarried individuals ($t = 6.61$, $p = 0.001$) found emotional ads to be more effective than informational ads. Hence, H_{17} and H_{19} have been retained, whereas H_{16} , H_{18} , H_{20} , and H_{21} have been rejected.

The results show that married participants viewed the informational ad more favorably than emotional ads in terms of the product's ability to induce more purchase intention and better attitude towards the advert. This observation indicates that married individuals may respond best to advertising that highlights the practical worth of the product, dependability, and its usefulness in daily life, likely due to their higher participation in household decision-making. They engage more with content that provides convenient and helpful information in a straightforward manner rather than purely entertainment. A study [19] had similar findings, where it was found that married individuals are more responsive towards rational and informational advertising strategies. However, emotional ads tend to induce better feelings towards the ads regardless of marital status. Another paper [20] found that emotional ads connect with people on a personal level, regardless of relationship status. In conclusion, emotional ads make people approach the brand more positively.

4. Conclusion

The research primarily aims to investigate the types of ads that influence consumer purchase intention, brand loyalty, and perception. Five variables were considered for this study: Intellectual Brand Experience, Affective Brand Experience, Purchase Intention, Attitude towards Digital Signage, and advertiser approach/avoidance based on the type of Ad. As advertisements become increasingly central to

citizens' everyday lives, it is important to understand how different advertisements affect the engagement of consumers with the brand.

The findings clearly indicated the effectiveness of informational and emotional advertisement by taking factors such as gender, marital status, and ad type into account. T-test for marital status showed that married participants viewed the informational ad more favourably than unmarried participants, likely due to the practical worth of the product and its usefulness in daily life. In contrast, emotional ads were effective in fostering positive brand evaluations, regardless of marital status. It was also interesting to see how there was no difference in how both genders responded to the informational ad, which means that it can be applied broadly. However, for emotional ads, females were more inclined towards the brand and engagement with its visual media. This highlights that females resonate more with emotional ads, especially where brands tie an emotional connection to their brand's identity. Overall, informational ads were more effective in how consumers felt towards the brand and their attitude towards the advertisement rather than the brand. This is likely because informational ads focus more on utilitarian information and the practical relevance of the product over sentiments, which can be helpful while making. Both female and male respondents displayed a higher likelihood of purchasing from the brand after viewing the advert. The findings indicate that utility-driven content creates more persuasive purchasing outcomes.

Despite all the findings, the study has a few limitations. In the first place, this research paper is mainly focused on the region of Delhi NCR, which limits the generalisability of the study. In addition, this research is based on a frequently purchased item (soap), which may not elicit the same level of emotional or informational responses as higher-involvement products, such as electronics. Nevertheless, this research provides deep insight into consumer behaviour and ad types. The paper's findings can be applied by D2C brands seeking to enhance consumer engagement through content delivery. The results can also be pitched to marketing agencies. In the future, this study can be extended to different demographic areas to gain a deeper insight into consumer behavior.

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