

EMOTIONAL ADVERTISING AND BRAND LOYALTY: EXPLORING BRAND RECALL AS A MEDIATOR

EMOCIONALNO OGLAŠAVANJE I LOJALNOST MARKI: ISTRAŽIVANJE PRISJEĆANJA MARKE KAO MEDIJATORA

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Abstract

Purpose – The objective of this study is to determine the impact of emotional advertising (EA) on brand loyalty (BL) with the mediating impact of brand recall (BR). Based on the Affective Response Theory and the Attention, Interest, Desire, and Action (AIDA) model, the study examines consumer memory and long-term brand loyalty (BL) through ad emotional cues.

Design/Methodology/Approach – A structured questionnaire was used in this quantitative research design with 240 consumers of Chennai, India. The established scales for the measurement of EA, BR, and BL were tested for reliability and validity. The data was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess direct and mediating relationships.

Findings and Implications – According to the findings of this research study, EA increases BR and BL. Furthermore, BR partially promotes the link between EA and BL. The findings of this study show that emotions work as affective triggers and cognitive reinforcers in advertisements, so that memory-based loyalty is strengthened. These findings can help advertisers create campaigns

Sažetak

Svrha – Cilj istraživanja jest utvrditi utjecaj emocionalnoga oglašavanja (EA) na lojalnost marki (BL) uz posrednički utjecaj prisjećanja marke (BR). Temeljeći se na Teoriji afektivnog odgovora te modelu AIDA (pažnja, interes, želja i akcija), istraživanje ispituje pamćenje potrošača i dugoročnu vjernost marki (BL) putem učinka emocionalnih podražaja u oglasima.

Metodološki pristup – U kvantitativnom istraživanju primijenjen je strukturirani upitnik na uzorku od 240 potrošača iz Chennaja u Indiji. Provjerene su pouzdanost i valjanost uspostavljenih ljestvica za mjerenje emocionalnoga oglašavanja (EA), prisjećanja marke (BR) i lojalnosti marki (BL). Podaci su analizirani primjenom modeliranja strukturnih jednadžbi metodom parcijalnih najmanjih kvadrata (PLS-SEM) radi procjene izravnih i posredničkih odnosa.

Rezultati i implikacije – Prema rezultatima istraživanja, emocionalno oglašavanje (EA) povećava prisjećanje marke (BR) i lojalnost marki (BL). Osim toga, prisjećanje marke (BR) djelomično posreduje u odnosu između emocionalnoga oglašavanja (EA) i lojalnosti marki (BL).

that are consistent and relevant in an emotional and cultural sense. This, in turn, serves to reinforce the consumer-brand relationship.

Limitations – The study focuses on metropolitan respondents in Chennai, which may limit the scope for generalization. The measurement of emotional reactions was conducted through self-reported data. Future research can effectively utilize neuromarketing tools or a longitudinal design to enhance the validity of findings.

Originality/Value – This study makes a contribution to advertising theory by combining emotional and cognitive mechanisms into a single explanatory framework. It proves the mediating role of BR and contextualizes EA in India's metropolitan market, giving new insights into cross-cultural consumer behavior.

Keywords: emotional advertising, brand recall, brand loyalty, affective response theory, AIDA model, consumer behavior

Nalazi pokazuju da emocije u oglasima djeluju kao afektivni okidači i kognitivni pojačivači, čime se jača lojalnost temeljena na pamćenju. Rezultati mogu pomoći oglašivačima u kreiranju kampanja koje su dosljedne i relevantne u emocionalnom i kulturološkom smislu. S druge strane, to služi jačanju odnosa između potrošača i marke.

Ograničenja – Istraživanje je provedeno na ispitanicima iz velegradskog područja Chennaija, što može ograničiti mogućnost generalizacije rezultata. Mjerenje emocionalnih reakcija provedeno je samoprocjenom ispitanika. Buduća istraživanja mogla bi primijeniti neuromarketing alate ili longitudinalni istraživački dizajn kako bi se povećala valjanost nalaza.

Doprinos – Istraživanje doprinosi teoriji oglašavanja spajanjem emocionalnih i kognitivnih mehanizama u jedinstven objašnjavajući okvir. Ono dokazuje posredničku ulogu prisjećanja marke (BR) te kontekstualizira emocionalno oglašavanje (EA) na indijskom velegradskom tržištu pružajući nove uvide u kroskulturalno ponašanje potrošača.

Ključne riječi: emocionalno oglašavanje, prisjećanje marke, lojalnost marki, Teorija afektivnog odgovora, AIDA model, ponašanje potrošača

1. INTRODUCTION

In today's media-saturated marketing environment, emotional advertising has experienced dramatically increased use in terms of getting consumers to connect with companies and brands. According to Bulchand-Gidumal et al. (2024), the increasing use of data-backed digital marketing allows advertisers to create messages that target consumers' emotions and values. Sharma et al. (2023) posit that such emotional content affects consumer perception of the advertisement as well as the processing and recall of the advertising information. Emotional appeals make consumers remember and like a brand better than do rational ones as they create stronger memory traces and ties (Raj et al., 2023; Laros & Steenkamp, 2005).

According to past studies, emotional advertising has an influence on attitudes and purchase intention (Malhotra, 2005; Grimm, 2005). However, not many studies have looked at the conversion of emotional response to loyalty through brand recall (BR). Evidence emanating from emerging multicultural contexts like India, where consumers' emotional and cultural cues may influence their processing of advertising, is particularly scarce. Identifying this process is key for marketers who want to maintain brand commitment amid advertising clutter and rising levels of digital exposure (Young et al., 2019).

The aim of the present study is to determine whether emotional advertising influences brand loyalty and the potential of brand recall to serve as a mediating variable for emotional advertising on brand loyalty. This study explores whether emotional advertising enhances brand memory which, in turn, enhances customer loyalty.

There are three basic approaches that build on each other. The Affective Response Theory developed by Holbrook and Hirschman (1982) helps us understand how consumers are influenced by their emotional responses to advertisements because emotions affect our cognition and behavior. A model conceptualization of persuasion is often labelled Attention, Interest,

Desire, and Action (AIDA). This means that the message must first get the recipient's attention, then create interest, then create desire before leading to action. This impact means that if we fire emotional triggers at early stages, we will later have an impact on behavior too – up to and including loyalty. The Affect–Behavior–Cognition (ABC) model extends this analysis to the role of emotional arousal (affect) in the formation of memory (cognition) and the ensuing behavior (loyalty).

The current study is aimed at systematically examining the pathway EA → BR → BL by using these theories.

The study attempts to answer two research questions:

1. How do emotional advertising, brand recall, and brand loyalty relate to one another?
2. Does brand recall play a mediating role in the emotional brand advertising?

It makes theoretical and practical contributions by answering these questions. Theoretically, it builds a process-level explanation of how emotional advertising affects loyalty via memory by integrating the Affective Response Theory, AIDA sequence, and ABC model into one framework. The study offers proof of the phenomenon within an inner-city Indian market showing how emotional content increases memory and loyalty to different sets of consumers (Srivastava & Dorsch, 2020; & Srivastava, 2021). The present research can serve as guidance to advertisers in developing their campaigns, so they are more emotionally engaging with customers. They should use strong affective appeals along with a memory hook or audio. Further, this will help in improving recall and enhancing long-term commitment to the brand.

This study is novel in that it seeks to integrate emotional, cognitive, and behaviorist theories to understand how and why emotional advertising affects loyalty via brand recall in a context that has been examined rarely in developing markets.

The rest of the paper consists of Section 2, where the theories and literature are presented, followed by the methodologies in Section 3, and the results in Section 4; Section 5 discusses the results and is followed by Sections 6, which provides the conclusion, implications, and limitations, as well as further research directions.

2. THEORETICAL BACKGROUND

2.1. Theoretical foundation

Consumers do not just make a rational evaluation of options; rather, they also respond emotionally to marketing stimuli. The Affective Response Theory (Holbrook and Hirschman, 1982) states that consumer behavior is highly affected by emotions, fantasies, and sensory experiences. In contrast to cognitive-dominant models, it underscores how feelings elicited by advertisements impact consumers' attitudes, recall, and subsequent loyalty. When an advertisement creates a strong feeling, consumers will remember the brand and associate it with positivity. This theoretical lens directly reinforces the idea behind the present study, stating that emotional advertising (EA) creates affective responses that enhance brand recall (BR), which helps in the formation of brand loyalty (BL).

Similarly, the Affective–Behavior–Cognition (ABC) model implies that feelings influence cognition and behavior and vice versa. Using this model, advertising messages that are emotional first drive affective engagement which then enhances brand memory (recall) and, in turn, loyal responses like repurchase and advocacy.

Furthermore, the AIDA model by Lewis (1908) provides a process-oriented explanation of the advertising effect on the consumer. Emotional advertising first creates attention and interest, builds desire through affective appeal, and finally results in action in the form of loyalty. Consequently, AIDA supports the Affective Response Theory by offering a sequential framework connecting emotions to benefits.

Together, these three frameworks lay the theoretical foundation for this study.

- The Affective Response Theory explains why feelings trigger knowledge and attachment in consumers.
- The ABC model explains how our emotional reactions produce memory and behavioral intentions.
- The AIDA model describes how emotional advertising affects the consumer journey from attention to action to loyalty.

The connection between EA and BL is substantiated by the theories related to EA and BR, which indicates that BR would act as an intervening variable between EA and BL.

2.2. Hypothesis development and conceptual framework

2.2.1. Emotional advertising and brand recall

Emotional ads have been known to improve the recall of messages for a long time (Stout & Lecklenby, 1986; Pavelchak et al. 1988; Segal & Cahill, 2009). Emotional intensity and physiological arousal while encountering something enhances long-term retention through engaging the emotional centers of the brain (Segal & Cahill, 2009). Research shows that ads using emotion do better on brand recall than do neutral and informative ads (Mehta & Purvis, 2006; Hamelin et al., 2017).

According to a study, the emotions stay even after the consumption of the ad, so the response occurs on an individual level. Emotional material is typically very vivid and storyboarded, therefore it is more easily recalled. Emotional ads are better remembered than rational ones (Beard et al., 2024; Young et al., 2019; Weibel et al., 2019); several studies, on the other hand, have found that they increase implicit memory and brand recall from emotionally induced visuals in TV and digital ads.

Studies conducted in emerging markets suggest that emotional advertising is particularly effective in advertising-cluttered urban environ-

ments, where consumers are exposed to a high volume of competing messages (Srivastava & Dorsch, 2020; Srivastava, 2021). Even though humor and logic can enhance your recall, emotional appeals can deepen memory and brand recognition. Based on these insights, the first hypothesis is proposed.

H₁: There is a significant positive relationship between emotional advertising (EA) and brand recall (BR).

2.2.2. Brand recall and brand loyalty

Brand recall is the ability of consumers to remember a brand when they see a cue (Alsharif et al., 2022). When consumers remember a brand name, it indicates strong cognitive association, which is a precursor to loyalty (Narwal et al., 2022). Earlier studies showed that when consumers remember what a brand stands for rather than the brand's attributes, such consumers become more loyal to the brand.

Empirical evidence shows that brand trust and emotional attachment play a mediating role between recall and loyalty. Gligor and Bozkurt (2022) also reported that emotional brand experiences enhance brand attachment, which in turn increases recall and loyalty. Likewise, Mpinganjira and Maduku (2019) evidenced how celebrity emotional campaigns enhance recall and loyalty at the same time.

Product recalls and crises may negatively influence loyalty (de Matos & Rossi, 2008; Kim & Ko, 2012). However, customers' strong recall of brand and brand trust overcome damage resulting from these events. Thus, loyal relationships remain resilient. As a result, recall serves as a memory construct and an emotional bridge influencing ongoing brand preference, hence:

H₂: There is a significant positive relationship between brand recall (BR) and brand loyalty (BL).

2.2.3. Emotional advertising and brand loyalty

Emotional ads which create affective bonds and attachment have a direct impact on loyal-

ty. According to Madadi et al. (2022), emotional marketing contributes to brand trust and brand identity that will lead to brand loyalty. Moreover, Li (2004) affirmed that emotional appeals are capable of nurturing long-term relationships between brands and consumers through the evocation of empathy, nostalgia, and joy.

Various studies in sectors like cosmetics, mobile phones, and services (e.g., Manohar et al., 2023; Bruno et al., 2017; Poels and Dewitte, 2019) show that emotional content significantly affects satisfaction and loyalty of customers. According to Yoo and Kim (2005), emotional storytelling can enhance authenticity, trust, engagement, and loyalty in social media marketing campaigns.

The relationship between these two variables is mediated by the emotional brand attachment variable which will convert the temporary emotions into loyalty, according to the results of research by Gligor and Bozkurt (2022), and Nielsen et al. (2010). The implementation of emotional advertisements not only strengthens brand recall but also affects loyalty directly. Thus, we posit as follows:

H₃: There is a significant positive relationship between emotional advertising (EA) and brand loyalty (BL).

2.2.4. Mediating role of brand recall

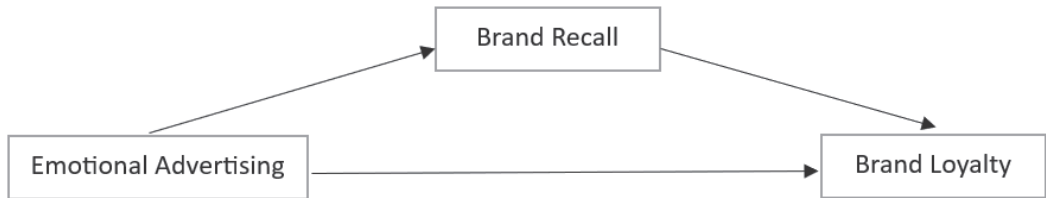
While emotional advertising has a direct effect on loyalty, brand recall is a cognitive mediator of this effect. Emotional advertisements improve the encoding of brand information in memory (Pavelchak et al., 1988), which then influences the likelihood of a repeat purchase and loyalty (Pappu et al., 2006).

In this framework, brand recall links affective reactions to behavioral loyalty, both of which are in line with the Affective Response Theory and the ABC model. Past research has shown that mediation occurs in consumer settings where a retrieval link is established between emotional and future behavior from advertising (Yoo & MacInnis, 2005; Moore et al., 2002). Hence, the final hypothesis is proposed:

H₄: Brand recall (BR) significantly mediates the relationship between emotional advertising (EA) and Brand Loyalty (BL).

As shown in Figure 1, integrated theoretical perspectives of Affective Response Theory, AIDA and ABC provide a conceptual model for the relationships between these three constructs. Emotional Advertising (EA) is conceptualized as an independent variable; Brand Recall (BR) a mediator variable and Brand Loyalty (BL) as the dependent variable. This framework suggests that emotional messages in ads create brand recall, which speak to brand loyalty.

FIGURE 1: Theoretical Framework of the Variables



Source: Author's own work

3. METHODOLOGY

The study used a quantitative research design based on primary data to establish the relationship among emotional advertising (EA), brand recall (BR), and brand loyalty (BL). According to Malhotra (2020), a cross-sectional survey approach was used in this research to assess relationships between variables at one point in time.

Considering the exploratory nature of the research and lack of a comprehensive sampling frame of the individuals exposed to advertising content, a non-probability convenience sampling technique was adopted. Convenience sampling is commonly adopted in behavioral and marketing studies, particularly when the population is large and diverse (Etikan et al., 2015). The study was conducted in Chennai, India, a major metropolitan city characterized by high levels of digital media penetration and consumer exposure to advertising content, making it a suitable context for examining emo-

tional advertising effects in an emerging market (Statista, 2023; Kantar, 2022).

3.1. Data collection procedure

Data was collected through a structured survey using an online questionnaire and in-person between January and March 2024. To have a diverse representation of age, occupation and income groups, participants were contacted via social media groups, university networks, and local retail shops. During their participation, the respondents were informed of the purpose for which the research was being conducted.

Further, informed consent was taken from the respondents, so their participation was voluntary, and anonymity and confidentiality were assured.

A total of 260 questionnaires were distributed, of which 240 valid responses were retained after checking for incompleteness and inconsistency of the responses. More than the recommended minimum size through the "10-times rule" by Hair et al. (2022), this sample size is adequate and overpowered for the Partial Least Squares Structural Equation Modelling (PLS-SEM).

3.2. Measurement instrument

The measurement instrument for this study consisted of a structured questionnaire, comprising close-ended statements measured on a five-point Likert scale, where 1=Strongly Disagree and 5=Strongly Agree. The questionnaire was designed to measure three key constructs: emotional advertising (EA), brand recall (BR), and brand loyalty (BL). All items were adapted from well-established and widely cited scales

in the advertising and branding literature to ensure content validity and reliability.

EA was measured using five items adapted from the emotional response framework proposed by Holbrook and Batra (1987). This scale captures the affective and arousal-based emotional reactions elicited by advertising stimuli, including pleasure, emotional involvement, arousal, emotional intensity, and attentional engagement. These dimensions are consistent with the Affective Response Theory and AIDA model, which emphasize the role of emotional reactions in shaping attention, interest, and subsequent memory formation. The selected items assess the extent to which the advertisement evoked positive emotions, excitement, involvement, and interest among respondents.

BR was assessed using five items adapted from Keller (2013), based on the brand knowledge and memory framework. These items measured respondents' ability to recall and recognize the brand, retrieve the brand from memory when exposed to cues, and associate the brand with its product category. Brand recall was operationalized as a cognitive construct reflecting memory accessibility resulting from exposure to advertising stimuli.

BL was measured using five items. Four items (BL1–BL4), capturing both attitudinal and behavioral aspects of brand loyalty, including commitment, preference, and recommendation intention, were adapted from Chaudhuri and Holbrook (2001). An additional item (BL5) was adapted from Yoo and Donthu (2001) to capture commitment-based behavioral loyalty, specifically the intention to remain loyal to a brand despite the availability of alternatives. The inclusion of this item strengthens the measurement of loyalty in competitive consumer markets and aligns with prior brand equity research.

All measurement items were reviewed by two marketing academicians to ensure clarity, relevance, and contextual suitability. Minor wording adjustments were made to enhance respondent comprehension without altering the un-

derlying construct meaning. The final measurement scales demonstrated adequate reliability and validity, as reported in the measurement model assessment.

3.3. Pilot study and reliability

Before the administration of the actual questionnaire prior to the main survey, 30 respondents were provided with the questionnaire for pilot testing to check for clarity, consistency, and content validity. After reviewing the feedback, some minor adjustments were made to the wording of some of the items. The results from the pilot test showed that all the variables used were reliable, as the Cronbach's alpha of the variables was above 0.70 (Nunnally & Bernstein, 1994).

To ensure content relevance and construct validity, two marketing academicians reviewed the final instrument for the purpose of validation. It made the questionnaire's face and content validity stronger.

3.4. Data analysis technique

The data was analyzed through Partial Least Squares Structural Equation Modelling (PLS-SEM) with the help of SmartPLS 4 software, as suggested by Ringle et al. (2024). PLS-SEM was chosen because of its ability to deal with complex models. It can also handle smaller samples and test measurement and structural models at the same time (Hair et al., 2022; Henseler et al., 2016).

The analysis was executed in two stages that were consecutive in nature to ensure both reliability and validity. The assessment of the measurement model was undertaken first in order to evaluate the reliability of the construct applying Cronbach's alpha, composite reliability, and average variance extracted (AVE), and Heterotrait–Monotrait (HTMT) ratio for convergent and discriminant validity. The structural model was assessed in the second phase according to the hypothesized framework of EA and BL, including the mediation of BR. The evaluation of path coefficients, t-values, p-values, as well as R² evaluation were conducted to assess the strength

and significance of the proposed relationships in the model.

3.5. Ethical considerations

Ethical research protocols were strictly followed. All participants were informed that they were not required to participate and their answers were confidential. No personal data that identified any individual was collected in the survey, and it met general ethical standards of the social sciences.

4. ANALYSIS AND RESULTS

The data and analysis of results from SmartPLS 4.0, which is used to test measurement model and structural model, is discussed in this section. The investigation was carried out in accordance with the PLS- SEM guidelines, outlined by Hair et al. (2019) and Henseler et al. (2016).

4.1. Demographic profile of respondents

The demographic characteristics of the respondents ensured that the area of the study cov-

ered all important variables in Chennai, India. The respondents largely included people from the same age groups and incomes. Specifically, 16.7% of respondents were under 20, 25% above 50 years, and the rest were distributed equally among age groups. As to their gender, the majority of respondents (25.8%) were male whereas another 25% did not disclose their gender. Employment diversity was ensured through 21.3% employed, 16.7% retired and 16.3% self-employed respondents. A significant percentage of them reported observing emotional advertising recently, confirming that the phenomenon is well-known.

The dispersal of respondents in this study enhances the representativeness of urban consumers in an emerging market.

4.2. Measurement model assessment

Reliability, convergent validity, and discriminant validity were evaluated for measurement modelling. As shown in Table 1, the outer loadings for all items exceeded 0.70 (Hair et al., 2019), thus successfully measuring their respective construct.

TABLE 1: The Measurement Model Evaluation

Variable	Items	Loadings	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)	VIF
EA	EA1	0.74	0.871	0.921	0.898	0.638	2.036
	EA2	0.862					1.866
	EA3	0.735					2
	EA4	0.82					1.843
	EA5	0.83					2.139
BR	BR1	0.84	0.878	0.933	0.908	0.665	2.216
	BR2	0.797					1.946
	BR3	0.793					2.165
	BR4	0.797					2.108
	BR5	0.848					1.895
BL	BL1	0.867	0.887	0.864	0.904	0.653	2.216
	BL2	0.885					2.093
	BL3	0.774					1.976
	BL4	0.704					2.233
	BL5	0.799					2.151

Source: Authors' own work

Reliability

All constructs have Cronbach’s alpha values in excess of 0.70, indicating reliable internal consistency. According to Hair et al. (2022), the required threshold value of >0.70 can be met with a composite reliability (CR) value of 0.90–0.93.

Convergent validity

All constructs have average variance extracted (AVE) values greater than the 0.50 criterion (EA=0.638; BR=0.665; BL=0.653). It confirms that the items are well-converged to represent the respective latent constructs. The VIF values below 3.3 (in the 1.84–2.23 range) confirm that no multicollinearity exists (Henseler et al., 2016). The measurement model shows acceptable reliability and validity.

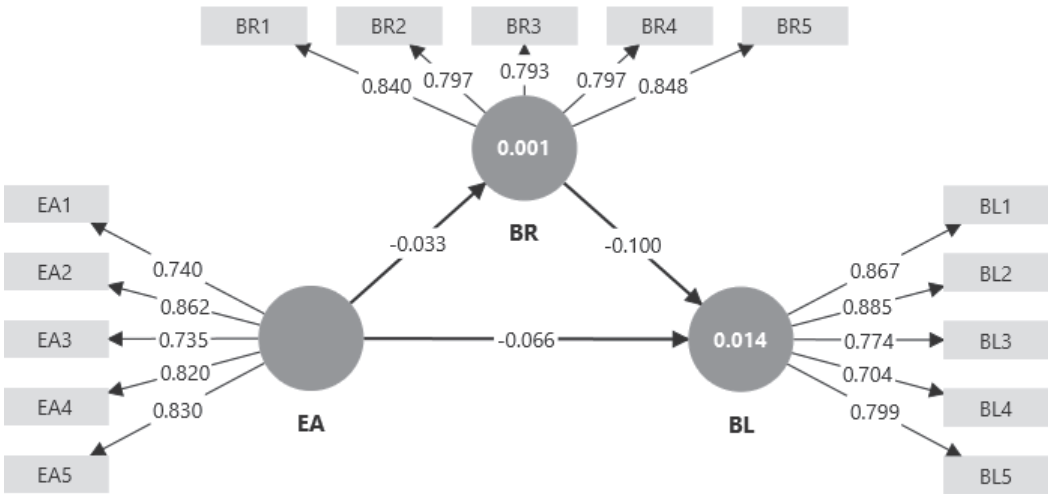
TABLE 2: Discriminant validity – HTMT matrix

Variables	BL	BR	EA
BL			
BR	0.09		
EA	0.076	0.061	

Source: Authors’ own work

The HTMT ratios provided in Table 2 confirm all the values were less than 0.85, thereby confirming that the constructs differ empirically. Table 3 contains the Fornell-Larcker matrix, showing that the square root of the AVE of each construct was larger than inter-construct correlations.

FIGURE 2: Measurement model



Source: Authors’ own work

4.3. Discriminant validity

Discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT) and Fornell-Larcker methods.

TABLE 3: Discriminant validity – Fornell-Lacker criterion

Variables	BL	BR	EA
BL	0.808		
BR	-0.098	0.815	
EA	-0.062	-0.033	0.799

Source: Authors’ own work

The overall results confirm that emotional advertising (EA), brand recall (BR), and brand loyalty (BL) are conceptually different but theoretically related to each other. Thus, they are in line with the Affective Response Theory, which states that the affective and cognitive constructs can coexist but remain independent.

4.4. Structural model assessment

The hypothesized relationships among constructs were tested by evaluating the structural model after establishing the validity.

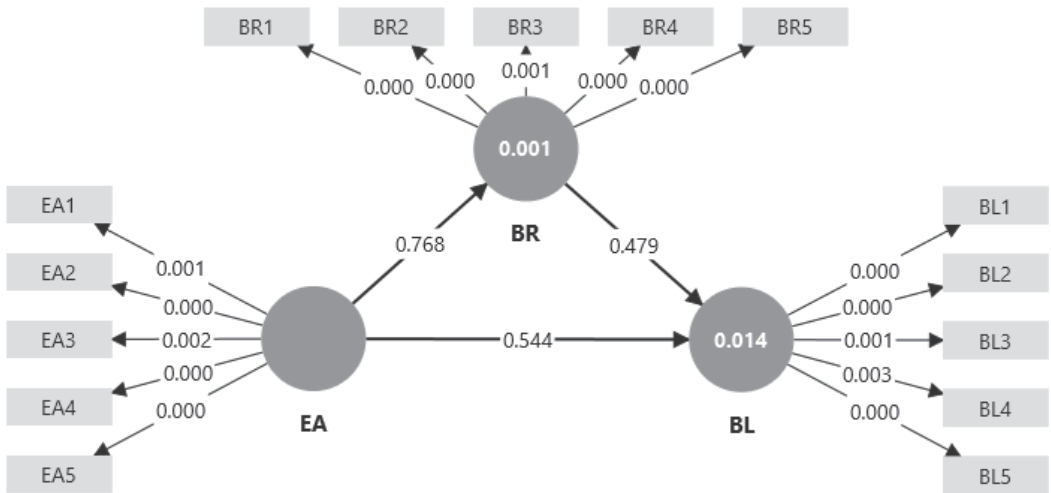
The model, along with the path coefficients and their significance, is shown in Figure 3.

Path coefficients

Table 4 indicates that all relationships were significant at $p < 0.05$.

Emotional advertising significantly and positively bolstered the consumers' recall or the advertised brand. Specifically, emotional advertising was found to have a large effect on brand recall ($\beta = 0.768$). Brand recall positively influences brand loyalty, as proved by the results showing the beta value at 0.479 and p-value at 0.000. Emotional advertising has a direct impact on brand loyalty, as established by the value of 0.544. These results confirm all primary hypotheses (H_1-H_3).

FIGURE 3: Structural model



Source: Authors' own work

TABLE 4: Hypothesis testing

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	t statistics (O/STDEV)	p values	Decision
BR -> BL	0.479	0.472	0.102	4.696	0.000	significant
EA -> BL	0.544	0.536	0.096	5.667	0.000	significant
EA -> BR	0.768	0.755	0.085	9.035	0.000	significant

Source: Authors' own work

4.5. Model fit and predictive relevance

Results of the assessment of the model’s fit, in which a range of indices were examined, is provided in Table 5.

The SRMR value of 0.059 was below the 0.08 cut-off, indicating a reasonable fit. The model fit is adequate with an NFI value of 0.905 above 0.90. The results show that the analyzing model has a good fit based on the d_ULS and d_G values. The evidence here statistically backs up the AIDA model by showing that emotional cues, which cause attention and interest, successfully trigger desire and loyalty.

TABLE 5: Model fit

	Saturated model	Estimated model
SRMR	0.059	0.059
d_ULS	0.198	0.198
d_G	0.120	0.120
Chi-square	215.021	215.021
NFI	0.905	0.905

Source: Authors’ own work

4.6. Coefficient of determination (R²) and predictive relevance (Q²)

The R² value of brand loyalty at 0.102 and of brand recall at 0.108, as displayed in Table 6, confirm that these values are acceptable. The use of these values is widespread in behavioral and marketing research (Hair et al., 2019). Even if the values are modest, they help us understand human behaviors determined by multiple factors.

TABLE 6: R-squared

	R ²	R ² adjusted
BL	0.102	0.089
BR	0.108	0.095

Source: Authors’ own work

The Q² BL value of 0.025 and Q² BR value of 0.030 in Table 7 are positively valued, indicating that the model is predictive relevant.

TABLE 7: Q-squared

	Q ² Predict	RMSE	MAE
BL	0.025	0.980	0.750
BR	0.030	0.995	0.760

Source: Authors’ own work

The findings are consistent with arguments made by Geisser (1975) and Stone (1974) that low yet positive values of Q² reveal sufficient prediction quality in models in psychological and behavioral areas.

4.7. Effect size (F²) and total effects

In Table 8, all F² values are greater than 0.02, suggesting the presence of small but meaningful effects (Cohen, 1988). Emotional advertising has noticeable effects on brand recall and brand loyalty while brand recall has a lesser effect on brand loyalty.

TABLE 8: F-square matrix

	BL	BR	EA
BL			
BR	0.030		
EA	0.035	0.025	

Source: Authors’ own work

Table 9 of total effects reinforces this observation, whereby recall drives loyalty through emotional advertising. These effects together confirm the interactive role of emotion and cognition, consistent with the Affective Response Theory and AIDA sequence.

TABLE 9: Total effect

	BL	BR	EA
BL			
BR	0.200		
EA	0.120	0.090	

Source: Authors’ own work

5. DISCUSSION

This study revealed that emotional advertising works well to increase brand recall and brand loyalty. It also shows that brand recall partially mediates the relationship between brand loyalty and emotional advertising. This indicates that emotional appeals cause short-term feelings while also strengthening our thoughts that support the long-term consumer–brand relationship. The findings confirm that, rather than being marginal to advertising effectiveness, emotions have a central role in shaping advertising memory and behaviors.

This study provides strong empirical evidence for the Affective Response Theory from a theoretical viewpoint. It found a positive relationship between emotional advertising and brand recall and loyalty, indicating that affective stimuli trigger deeper information processing, which in turn leads to an increase in memory encoding measures. This finding reiterates a claim by Holbrook and Hirschman (1982) that consumer behavior depends on experiential and emotional factors as much as it does on rational cognition. The research also broadens this framework by empirically verifying a dual pathway where emotional responses influence loyalty directly and indirectly through memory mechanisms, demonstrating that affective and cognitive dimensions operate concurrently.

The AIDA model helps develop academic knowledge about the ways in which emotional advertising affects consumers' persuasion. Emotional appeal generates attention and interest due to a feeling of bond that creates desire and action in the form of brand loyalty. This process exemplifies the impact of emotion on consumer decision making. The mediating effect of brand recall provides a finer understanding of this process by highlighting that emotions can certainly drive engagement, but it is the memory of that emotion that drives loyalty.

Brand recall acts as a mediator and is quite meaningful. It explains how emotional advertising leads to behavioral loyalty, not just through

the power of emotion but also by creating memories which keep the brand available in the consumer's mind. This suggests that recollection is the cognitive link that connects feelings to behavior. The insight adds to theoretical clarity by specifying the internal psychological process that links emotional involvement and long-term brand loyalty.

The comparison of these outcomes with previous research gives further credence to the present study. The current results are similar to past studies that highlight the contribution of emotional cues in increasing recall and loyalty (Mehta & Purvis, 2006; Yoo & MacInnis, 2005; Chaudhuri & Holbrook, 2001). However, this study offers new insights as it empirically evaluates recall as a mediator, thereby offering a more complete model of emotional impact on loyalty. Thus, it fills an important literature gap for emotion and loyalty studies which often treat these elements as linked whereas intervening cognitive processes remain unaccounted for.

The findings also carry contextual importance. As the research part was conducted among consumers in Chennai, a culturally vibrant metropolitan environment, the study shows that emotional advertising based on socially captured values like family bonding, community, and hope are very effective. Identifying with and remembering peaceful thoughts is related to collectivistic cultures. Consequently, this study extends existing advertising theories by testing their applicability in a non-Western multicultural context.

These results show that emotional coherence is an important managerial issue in marketing communications. When advertising in two different places, consistency in emotional tone can help with the memory of things. It can also build trust and loyalty among consumers. Equally, inconsistency in emotions can interfere with memory, thus weakening brand linkages. As a result, emotion should be used strategically as a core element of the brand rather than just a creative added extra.

6. CONCLUSION

The present study examined the influence of using emotional advertising for brand loyalty, with brand recall intention as a mediator variable. Based on the Affective Response Theory and AIDA model, the study shows that emotional appeals can improve recall and loyalty. Additionally, the relationship is partially mediated by brand recall, showing that these effects contribute to consumer loyalty not only directly, that is, through affective attachment but also indirectly by strengthening cognitive memory structures. These findings improve knowledge of the interplay of feelings and thoughts that shape long-term consumer-brand relationships, especially in a place like Chennai, India.

6.1. Theoretical implications

This research study contributes greatly to the field of advertising and consumer behavior. To begin with, this verifies and extends the Affective Response Theory through empirical evidence that stimuli will affect behavior via memory enhancement. Thus, emotion is not just a feeling but something that causes the brain to think, making the brand's link a long-lasting one.

Furthermore, the study confirms that emotional advertising achieves its intended effect through the sequential mechanism of the AIDA model, as the advertising response model, and that it enhances brand loyalty. This link fills a gap in the emotional and cognitive models of consumer persuasion thought.

Additionally, it identifies brand recall as a mediating variable, which enhances theoretical knowledge about the process through which emotional response results in behavioral loyalty. This suggests emotional involvement is both an immediate effect and a long-term cognitive cue that creates loyalty. Ultimately, by situating this work within a South Indian metropolitan context, the contribution to cross-cultural advertising research demonstrated that not only is the interrelationship of emotion, recall, and loyalty a

valid framework but also that it can be adapted to collectivist meaning-making processes.

6.2. Practical implications

The results provide insights that advertisers, marketers, and brand builders can use to develop lasting consumer relationships.

First, emotional coherence across campaigns is essential. Having some consistent emotional themes (like family bonding, optimism, belonging, etc.) enhances associations and the recall of a brand. Messages that are not consistent with the brand's identity may weaken brand loyalty.

Second, emotional storytelling should be used to stimulate empathy and authenticity. Consumers feel emotional resonance, which deepens loyalty towards brands through narratives of real experiences and social values. When you feel something strongly and your culture helps you feel it, you are likely to stick around.

Third, emotional matters that address the interests of the greater community, common goals, and togetherness work well in the collectivist Chennai. Brands that align emotional communication with local sensibilities can differentiate themselves in competitive markets.

Finally, companies must not use messages that manipulate customers' fear, guilt, shame, and reward them with social approval. Emotional appeals should improve well-being and increase trust, not dependence. Finally, brand managers must consult an array of metrics (e.g., recall metrics like aided recall, spontaneous recall) that the campaign has influenced strongly as an indicator of their possibility of success. More importantly, the results of this study show how closely emotion is linked to memory and loyalty outcomes.

6.3. Limitations and future research recommendations

Despite its contributions, some limitations of this study provide room for further research. The restriction to metropolitan consumers of

Chennai limits the scope of the sampling. In the future, researchers could include respondents from rural areas or from multiple cities and conduct tests to find differences in emotions across regions.

Also, these authors used self-reported data which may be subject to social desirability or recall biases. In future studies, neuromarketing tools (e.g., EEG, facial EMG, eye-tracking) may be used to assess subconscious affective reactions and validate emotional reactions.

Furthermore, this study's cross-sectional design limits causal interpretation and the assessment of how loyalty takes shape over time. Longitudinal or experimental designs can measure how

a recollection of emotion both changes and affects brand relationships in the long run.

The study did not consider product categories. In future research, emotional product types should be compared to rational product types (e.g., hedonic versus utilitarian) to identify boundary conditions of the effectiveness of emotional advertising.

In the end, the application of Dual-Process or Elaboration Likelihood Models would further contribute to the development of the theoretical base. These models could also clarify when consumers derive more from affective cues versus cognitive reasoning in brand evaluation.

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APPENDIX. QUESTIONNAIRE

Instructions to Respondents

This survey is part of an academic research study. Please read each question carefully and respond honestly. Your responses will be kept confidential and used only for research purposes.

Part I: Demographic Profile

	Question	Response
Q1	Age	<input type="checkbox"/> Below 20 years <input type="checkbox"/> 21–30 years <input type="checkbox"/> 31–40 years <input type="checkbox"/> 41–50 years <input type="checkbox"/> Above 50 years
Q2	Gender	<input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Prefer not to say
Q3	Educational Qualification	<input type="checkbox"/> Higher Secondary <input type="checkbox"/> Undergraduate <input type="checkbox"/> Postgraduate <input type="checkbox"/> Doctorate <input type="checkbox"/> Others
Q4	Occupation	<input type="checkbox"/> Student <input type="checkbox"/> Employed <input type="checkbox"/> Self-employed <input type="checkbox"/> Retired <input type="checkbox"/> Homemaker <input type="checkbox"/> Others
Q5	Monthly Income	<input type="checkbox"/> Below 20,000 <input type="checkbox"/> 20,001– 40,000 <input type="checkbox"/> 40,001– 60,000 <input type="checkbox"/> Above 60,000
Q6	Frequency of exposure to advertisements	<input type="checkbox"/> Very often <input type="checkbox"/> Often <input type="checkbox"/> Sometimes <input type="checkbox"/> Rarely
Q7	Have you recently noticed emotionally appealing advertisements?	<input type="checkbox"/> Yes <input type="checkbox"/> No

PART II: Emotional Advertising (EA)

(Adapted from Holbrook & Batra, 1987)

Response Scale for Part II TO IV

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

Item Code	Statement					
EA1	The advertisement made me feel happy and positive.	1	2	3	4	5
EA2	The advertisement made me feel emotionally involved.	1	2	3	4	5
EA3	The advertisement made me feel excited or stimulated.	1	2	3	4	5
EA4	The advertisement evoked strong emotional reactions in me.	1	2	3	4	5
EA5	The advertisement made me feel interested and attentive.	1	2	3	4	5

PART III: Brand Recall (BR)*(Adapted from Keller, 2013)*

Item Code	Statement					
BR1	I can easily recall the brand shown in the advertisement.	1	2	3	4	5
BR2	I can remember the brand name even after some time.	1	2	3	4	5
BR3	I can recognize this brand when I see similar advertisements.	1	2	3	4	5
BR4	The advertisement helped me quickly recall the brand.	1	2	3	4	5
BR5	This brand comes to my mind immediately when I think of its product category.	1	2	3	4	5

PART IV: Brand Loyalty (BL)*(BL1–BL4 adapted from Chaudhuri & Holbrook, 2001; BL5 adapted from Yoo & Donthu, 2001)*

Item Code	Statement					
BL1	I consider myself loyal to this brand.	1	2	3	4	5
BL2	I will continue to purchase this brand in the future.	1	2	3	4	5
BL3	I prefer this brand over other competing brands.	1	2	3	4	5
BL4	I would recommend this brand to others.	1	2	3	4	5
BL5	Even if alternatives are available, I will stick to this brand.	1	2	3	4	5

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