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EMOTIONAL TRIGGERS IN ADVERTISING AND THEIR EFFECT ON CONSUMER BEHAVIOUR

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ABSTRACT

This study investigates the effects of emotional versus rational advertising appeals on consumer behaviour. Analyzing survey data from 270 respondents, the research examined relationships between demographics, advertising recall, and purchase influence. Key findings indicate a statistically significant association between age group and the primary reason ads influence consumers (χ^2=28.9, p=.049), suggesting varying appeal effectiveness across demographics. Positive emotional appeals were identified as a primary influence driver (31.9%) and strongly linked to increased brand favourability (65.5% Very/Extremely Likely). While consumers overwhelmingly believe emotional ads enhance memory (66.7% Agree/Completely Agree) and perceive emotional tone as highly persuasive (65.6% Significant/Tremendous Impact), the study found no significant correlation between remembering emotional ads and the inclination to share them (ρ=0.041, p=.505). Consumers value facts but often perceive emotional connection and logical arguments as equally influential in final decisions.

KEYWORDS: *Emotional Advertising, Rational Appeals, Consumer Behaviour, Advertising Effectiveness, Purchase Intention*

2. INTRODUCTION

Advertising serves as a cornerstone of modern marketing, aiming to inform, persuade, and remind consumers about products and services. Central to advertising strategy is the choice of appeal – broadly categorized as either rational or emotional (Arora & Jain, 2021). Rational appeals focus on logic, facts, and functional benefits, targeting the consumer's cognitive processing. In contrast, emotional appeals leverage feelings such as joy, fear, nostalgia, or warmth to create a connection and influence attitudes and behaviour (Vrtana & Krizanova, 2023; Soodan & Pandey, 2016).

The debate regarding the relative effectiveness of these appeals is ongoing within advertising research (Sharma et al., 2023). Emotional triggers are often believed to enhance ad recall, foster brand attachment, and potentially drive purchase decisions by tapping into deeper psychological responses (Kumar, 2023; Sharma et al., 2024). Rational appeals, conversely, provide tangible reasons to believe product claims and may be particularly effective for high-involvement or utilitarian products (Alsharif et al., 2022).

Understanding how consumers respond to these different triggers is crucial for designing effective communication strategies. This study aims to empirically investigate the perceived impact of emotional versus rational advertising appeals on consumer behaviour. It specifically explores whether emotional triggers lead to higher engagement (memory, sharing inclination) or purchase-related outcomes (brand favourability, decision influence) compared to rational appeals, while also considering demographic factors like age that might moderate these effects.

3. BACKGROUND

The effectiveness of advertising hinges significantly on the type of appeal used to engage the target audience. Marketers strategically choose between appeals that emphasize logic and reason versus those that evoke feelings and emotions, often tailoring the approach based on the product, audience, and desired outcome (Arora & Jain, 2021).

Defining Emotional and Rational Appeals

Rational appeals focus on the consumer's intellect, presenting factual information, highlighting product features, demonstrating functionality, and often using comparative arguments or statistics (Arora & Jain, 2021). The goal is to persuade through logical reasoning, convincing the consumer that the product offers superior value, performance, or utility. These appeals are often employed for high-involvement products, business-to-business marketing, or when targeting consumers presumed to make decisions based primarily on practicality (Alsharif et al., 2022).

Emotional appeals, conversely, aim to connect with the consumer's feelings, aspirations, or values (Vrtana & Krizanova, 2023). Advertisers utilize a wide spectrum of emotions, including joy, humor, warmth, excitement, pride (Kaur & Verma, 2023), nostalgia (Srivastava et al., 2017), empathy, and even strategically employed negative emotions like fear or anxiety (O'Connell, 2021). The objective is often to create an affective response that transfers to the brand, enhance memorability, build relationships, or motivate action based on feeling rather than pure logic (Soodan & Pandey, 2016; Kumar, 2023). Neuromarketing studies further explore the subconscious impact of these emotional triggers on decision-making (Mirdjonovna, 2025).

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The Influence of Emotions on Consumer Behaviour

Research consistently highlights the significant role emotions play in shaping consumer perceptions and actions (Sharma et al., 2023; Aeron & Rahman, 2025). Emotionally charged advertisements are often found to be more memorable and engaging than purely factual ones (cf. survey Q12). Positive emotions like happiness or warmth can foster positive brand attitudes and increase purchase likelihood (Kumar, 2023; Vrtana & Krizanova, 2023; cf. survey Q8). Humor, a common emotional trigger, can enhance attention and likeability (Mohanty et al., 2022). Nostalgia marketing taps into positive past associations to build trust and connection (Srivastava et al., 2017; cf. survey Q10). Even fear appeals, when used appropriately, can motivate consumers to take preventative action or purchase solutions to perceived threats (O'Connell, 2021; cf. survey Q9). Successful emotional branding campaigns often create lasting impressions and brand loyalty (Balaji et al., 2016).

The Role of Rationality and Information

Despite the power of emotion, rational appeals remain crucial. Consumers, particularly for certain product categories or decision types, actively seek information to make informed choices (Alsharif et al., 2022). Factual details about specifications, ingredients, price comparisons, or performance data provide tangible reasons to choose one product over another (cf. survey Q11). Rational arguments can build credibility, address specific consumer needs, and justify purchase decisions, especially post-purchase. The perceived effectiveness of purely rational ads varies, but they form a fundamental part of the advertising landscape (cf. survey Q13). Some studies suggest that even when emotions are triggered, consumers may still seek rational justification (Aeron & Rahman, 2025).

Contextual Factors and the Blend of Appeals

The dichotomy between emotional and rational appeals is often blurred in practice. Many successful campaigns strategically blend both elements (Aeron & Rahman, 2025). The optimal balance depends heavily on context, including the product category (e.g., FMCG vs. durables), the target audience's demographics and psychographics (Sofi et al., 2018; Sharma et al., 2024), cultural nuances (Shukla, 2023), and the specific advertising objective (e.g., building awareness vs. driving immediate sales). The effectiveness of an appeal can also be influenced by the media platform used and the consumer's mindset at the time of exposure (Alsharif et al., 2022). Studies in specific markets like India explore how these dynamics play out culturally (Mohanty et al., 2022; Balaji et al., 2016; Srivastava et al., 2017).

4. PROBLEM STATEMENT

While the differential use of emotional and rational appeals in advertising is well-established, marketers often lack clear empirical guidance on their relative impact on key consumer behaviour outcomes like engagement, brand perception, and purchase influence within specific populations. There is a need to quantify how consumers perceive and respond to these different triggers, understand the factors (like age) that moderate these responses, and assess the perceived balance between emotional connection and logical reasoning in driving final purchase decisions. This lack of nuanced understanding hinders the development of optimally effective and targeted advertising strategies.

5. LITERATURE REVIEWS

Author and year	Objective	Methodology	Key Findings	Summary
Sharma et al. (2024)	To explore emotional triggers in advertising and their effect on consumer buying behaviour in Kathmandu.	Quantitative survey study (Kathmandu Valley).	Identified specific emotional triggers effective in the local context; confirmed link between emotional response and purchase intention.	Provides geographically specific evidence supporting the link between emotional ads and buying behaviour, relevant for comparative context.
Kumar (2023)	To study consumer perceptions of the impact of emotional marketing on their behaviour.	Perception study (likely survey-based).	Found consumers perceive emotional marketing as significantly influencing their purchase decisions and brand loyalty.	Reinforces the idea that consumers themselves recognize the power of emotional appeals in shaping their behaviour.
Soodan & Pandey (2016)	To examine the influence of various emotions on consumer buying behaviour.	Conceptual review/theoretical analysis.	Argues that emotions act as powerful drivers, often overriding rational thought processes in purchasing decisions.	Provides a theoretical basis for the study, emphasizing the dominance of emotion in consumer behaviour.
Sharma et al. (2023)	To review the role of emotions in consumer behaviour and propose a research agenda.	Literature review.	Summarizes extensive evidence showing emotions influence attention, memory, judgment, and choice; identifies gaps in understanding context.	Offers a broad overview validating the importance of emotions in consumer behaviour, aligning with the study's core investigation.

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Srivastava et al. (2017)	To analyze the use of nostalgic advertising in Indian TV commercials.	Content analysis of advertisements.	Found nostalgia is frequently used, often linked to themes of family, tradition, and childhood, aiming to evoke warmth and trust.	Specific example of an emotional trigger (nostalgia) used in the Indian context, relevant to Q10 and understanding specific appeal types.
Kaur & Verma (2023)	To review the use and impact of the emotion of 'pride' in marketing and consumer behaviour.	Literature review and classification.	Details how pride can be triggered and used to influence self-perception, brand preference, and consumption choices.	Focuses on a specific positive emotion (pride), illustrating the nuance within emotional appeals beyond general positive/negative categories.
Arora & Jain (2021)	To discuss advertising appeals (rational vs. emotional) as a strategy to influence customer attitude.	Conceptual/Review paper.	Outlines the characteristics and intended effects of both rational and emotional appeals in shaping consumer attitudes toward brands.	Provides definitions and strategic context for the two main types of appeals being compared in the current study.
Alsharif et al. (2022)	To systematically analyze consumer behaviour aspects considered in advertising and set a future agenda.	Systematic literature analysis.	Identifies key behavioural factors (cognition, affect, motivation) influenced by advertising; notes context dependency.	Supports the study's examination of both cognitive (rational) and affective (emotional) responses to advertising.
Vrtana & Krizanova (2023)	To examine the influence of emotional advertising appeals on purchase behaviour and brand relationships.	Conceptual analysis/Review.	Argues emotional appeals are powerful tools for building brand relationships and driving purchases, enhancing loyalty beyond rational benefits.	Directly links emotional appeals not just to purchase but also to longer-term brand relationships, complementing the study's focus on immediate effects.
Mohanty et al. (2022)	To study the impact of emotional advertising on consumer buying for FMCG products in India.	Empirical study (likely survey-based).	Found a significant positive impact of emotional advertising on buying behaviour for fast-moving consumer goods in the Indian market.	Provides specific evidence from the Indian FMCG sector, suggesting emotional appeals are effective even for lower-involvement product categories.

5.1 RESEARCH GAP

While literature confirms emotional advertising influences behaviour (Sharma et al., 2024; Kumar, 2023) and compares emotional vs. rational appeals (Arora & Jain, 2021), specific gaps remain. Firstly, empirical analysis examining how the *primary influencing factor* (emotion vs. logic vs. facts) significantly varies across age groups requires further investigation, although this study identified such an association (χ^2=28.9, p=.049). Secondly, the assumed positive link between enhanced memory for emotional ads and the subsequent inclination to share them lacks robust testing; this study found no significant correlation (ρ=0.041, p=.505), highlighting a nuanced gap in the memory-to-engagement pathway. This research specifically addresses these relationships.

6. RESEARCH DESIGN

Research Approach

This study employed a quantitative, cross-sectional survey design to investigate consumer perceptions and self-reported behaviours concerning emotional and rational advertising appeals. This methodology facilitates statistical analysis of relationships and patterns within the collected data.

Research Objectives

The research was guided by the following specific objectives:

1. **To examine if Age Group is associated with the primary reason an advertisement influences the consumer (Emotional vs. Rational/Factual).** (Analyzed)
    - *Rationale:* To understand if different age cohorts prioritize emotional connection, logical arguments, or factual data differently when influenced by ads.
2. **To assess the correlation between the self-reported likelihood of remembering emotional ads over factual ones and the inclination to share ads that evoked strong emotions.** (Analyzed)
    - *Rationale:* To test the assumption that enhanced memory due to emotion translates into social engagement (sharing).
3. **To investigate the relationship between the perceived importance of factual information in**

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advertisements (Q11) and the perceived effectiveness of rational advertising appeals (Q13). (Additional Objective)

- *Rationale:* To explore whether consumers who value facts also perceive fact-based advertising as more effective.

Sampling

Data were collected from 270 respondents via convenience and snowball sampling methods, primarily through online distribution. The sample comprises various age groups (predominantly 25-49 years), genders (65.9% male), and purchasing frequencies (mostly weekly or more often).

Data Collection Instrument

A structured online questionnaire containing 16 closed-ended questions was utilized. The instrument covered:

- **Demographics:** Age, Gender, Purchase Frequency (Q1-Q3).
- **Advertising Exposure:** Ad encounter frequency, Platform noticeability, Memorable ad traits (Q4-Q6).
- **Appeal Influence & Perception:** Primary influence reason, Likelihood of favouring brand (happy ad), Motivation from fear ads, Trust from nostalgia, Importance of facts, Remembering emotion vs. fact, Effectiveness of rational ads, Inclination to share emotional ads, Impact of emotional tone, Emotion vs. logic in final decision (Q7-Q16, primarily Likert scales).
- Data Source: Thanuj-responses.xlsx (Sheet: Google responses).

Data Analysis Techniques

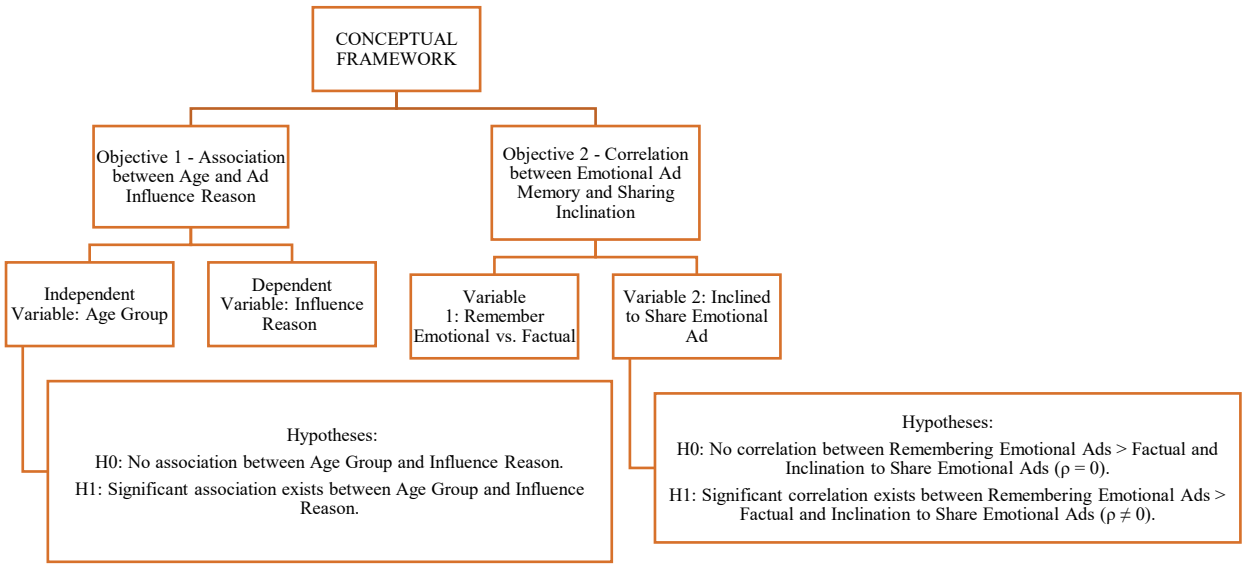
Data analysis was performed using Jamovi statistical software. The techniques included:

- **Descriptive Statistics:** Frequencies and percentages for all variables.
- **Chi-Square Test of Independence:** For Objective 1 (Association between Age Group [Ordinal] and Influence Reason [Nominal]).
- **Spearman's Rank Correlation:** For Objective 2 (Relationship between Remembering Emotion vs. Fact [Ordinal] and Inclination to Share [Ordinal]).
- **Spearman's Rank Correlation:** Proposed for Objective 3 (Relationship between Importance of Factual Info [Q11 - Ordinal] and Perceived Effectiveness of Rational Ads [Q13 - Ordinal]).
- Significance level (alpha) was set at 0.05.

Ethical Considerations

Participation was voluntary and anonymous. Respondents implicitly consented by completing the survey after reading the introduction explaining the study's purpose. Data confidentiality has been maintained.

7. CONCEPTUAL FRAMEWORK



8. DATA ANALYSIS AND FINDINGS

8.1 DATA ANALYSIS

Objective 1: To examine if Age Group is associated with the primary reason an advertisement influences the consumer (Emotional vs. Rational/Factual).

Hypotheses

- **Null Hypothesis (H0):** There is no significant association between Age Group and the primary reason an advertisement typically influences the consumer.
- **Alternative Hypothesis (H1):** There is a significant association between Age Group and the primary

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reason an advertisement typically influences the consumer.

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Variables

- **Independent Variable:** Age Group (Categorical)
  - *Source:* Q1: "What is your age group?" (**Column B** in Excel)
  - *Levels:* 18-24 years, 25-34 years, 35-49 years, 50-64 years, 65 years or older.
- **Dependent Variable:** Influence Reason (Categorical)
  - *Source:* Q7: "When an advertisement influences you, is it typically because it...?" (**Column H** in Excel)
  - *Levels:* Made you feel a certain positive emotion, Made you feel concerned (fear/urgency), Clearly explained benefits logically, Provided strong factual evidence, Reminded of past (nostalgia), Simply caught attention.

Statistical Test: Chi-Square Test of Independence

Contingency Tables

Contingency Tables								
		Influence Reason						
Age Group		**Made you feel a certain positive emotion**	**Clearly explained the product's benefits and features logically**	**Made you feel concerned about missing out or a potential problem**	**Provided strong factual evidence or data**	**Reminded you of positive past experiences**	**Simply caught your attention effectively**	**Total**
25-34 years	Observed	23	9	14	19	5	11	81
	Expected	24.00	16.50	12.60	12.60	7.50	7.80	81.0
	% within row	28.4%	11.1%	17.3%	23.5%	6.2%	13.6%	100.0%
35-49 years	Observed	30	17	11	10	8	5	81
	Expected	24.00	16.50	12.60	12.60	7.50	7.80	81.0
	% within row	37.0%	21.0%	13.6%	12.3%	9.9%	6.2%	100.0%
18-24 years	Observed	10	18	10	9	5	2	54
	Expected	16.00	11.00	8.40	8.40	5.00	5.20	54.0
	% within row	18.5%	33.3%	18.5%	16.7%	9.3%	3.7%	100.0%
50-64 years	Observed	12	9	4	3	6	5	39
	Expected	11.56	7.94	6.07	6.07	3.61	3.76	39.0
	% within row	30.8%	23.1%	10.3%	7.7%	15.4%	12.8%	100.0%
65 years or older	Observed	5	2	3	1	1	3	15
	Expected	4.44	3.06	2.33	2.33	1.39	1.44	15.0
	% within row	33.3%	13.3%	20.0%	6.7%	6.7%	20.0%	100.0%
Total	Observed	80	55	42	42	25	26	270
	Expected	80	55	42	42	25	26	270
	% within row	29.6%	20.4%	15.6%	15.6%	9.3%	9.6%	100.0%

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χ^2 Tests			
	Value	**df**	**p**
χ^2	28.9	20	0.0490
N	270		

Nominal	
	Value
Contingency coefficient	0.311
Phi-coefficient	NaN
Cramer's V	0.164

Interpretation

A Chi-Square test examined the association between Age Group and the primary reason an advertisement typically influences the consumer (e.g., emotion, logic, facts). The result was statistically significant ($\chi^2(20) = 28.9$, $p = 0.0490$). Since the p-value is less than 0.05, we reject the null hypothesis (H0). This indicates there is a significant relationship between a consumer's age group and the type of advertising appeal they report as most influential. For instance, younger groups (18-24) were more influenced by logical explanations, while older groups showed varied responses. The effect size is small (Cramér's V = 0.164), suggesting age explains only a minor portion of the difference in influence reasons.

Objective 2: To assess the correlation between the self-reported likelihood of remembering emotional ads over factual ones and the inclination to share ads that evoked strong emotions.

Hypotheses

- **Null Hypothesis (H0):** There is no significant correlation between remembering emotional ads more and the inclination to share emotional ads (Spearman's $\rho = 0$).
- **Alternative Hypothesis (H1):** There is a significant correlation between remembering emotional ads more and the inclination to share emotional ads (Spearman's $\rho \neq 0$).

Variables

- **Variable 1:** Remember Emotional vs. Factual (Ordinal)
  - *Source:* Q12: """I am more likely to remember an advertisement that appeals to my emotions than one that presents only facts."""" (**Column M** in Excel)
  - *Levels:* Completely Disagree, Mostly Disagree, Neither Agree nor Disagree, Mostly Agree, Completely Agree.
- **Variable 2:** Inclined to Share Emotional Ad (Ordinal)
  - *Source:* Q14: "How inclined are you to talk about or share an advertisement with others if it made you feel a strong emotion...?" (**Column O** in Excel)
  - *Levels:* Very Disinclined, Somewhat Disinclined, Neutral, Somewhat Inclined, Very Inclined.

Statistical Test: Spearman's Rank Correlation

Correlation Matrix

Correlation Matrix			
		Remember Emotional vs. Factual	**Inclined to Share Emotional Ad**
Remember Emotional vs. Factual	Spearman's rho	—	
	df	—	
	p-value	—	
	N	—	
Inclined to Share Emotional Ad	Spearman's rho	0.041	—
	df	268	—
	p-value	0.505	—
	N	270	—
Note. * p < .05, ** p < .01, *** p < .001			

Interpretation

Spearman's rank correlation assessed the relationship between stating one is more likely to remember emotional ads (vs. factual) and the inclination to share ads that evoked strong emotions. The correlation was found to be very weak and not statistically significant (Spearman's $\rho = 0.041$, $p = 0.505$). As the p-value (0.505) is much greater than 0.05, we **fail to reject the null hypothesis (H0)**. This indicates there is no significant statistical evidence in this sample to suggest a monotonic relationship between remembering emotional ads more strongly and being more inclined to share them.

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DESCRIPTIVE STATISTICS

Descriptive Statistics for Advertising Appeals Survey (N=270)

Question	Most Common Response	%	Second Most Common	%	Key Distribution Pattern
1. Age Group	25-34 years	30.7%	35-49 years	28.9%	Predominantly working-age adults (25-49)
2. Gender	Male	65.9%	Female	34.1%	Strong male majority
3. Purchase Frequency	Several times a week	32.2%	Once a week	27.0%	Frequent purchasing (Weekly or more often)
4. Ad Encounter Freq.	Constantly throughout day	40.0%	Several times a day	32.2%	High perceived exposure to ads
5. Ad Platform Noticed*	Social Media	31.9%	Streaming Services	19.6%	Social media leads, Streaming second
6. Memorable Ad Trait*	Funny / Humorous	23.7%	Evoked strong positive emotion	15.6%	Humor and positive emotion most memorable
7. Influence Reason	Made feel positive emotion	31.9%	Clearly explained benefits	24.1%	Positive emotion leads, logic second
8. Happy Ad → Favour Brand	Very Likely	38.1%	Extremely Likely	27.4%	Strong tendency towards favourability (65.5% Very/Extremely)
9. Fear/Anxiety Motivation	Slightly Motivates Me	29.3%	Moderately Motivates Me	28.1%	Skewed towards slight/moderate motivation
10. Nostalgia → Trust	Sometimes	36.3%	Often	26.7%	Nostalgia builds trust sometimes/often
11. Importance Factual Info	Very Important	34.1%	Somewhat Important	30.7%	Factual info generally seen as important
12. Remember Emotion > Fact	Mostly Agree	41.5%	Completely Agree	25.2%	Strong agreement that emotion aids memory
13. Effectiveness Rational Ads	Moderately Effective	35.9%	Generally Effective	33.0%	Rational ads seen as moderately/generally effective
14. Inclination Share Emo Ad	Somewhat Inclined	34.8%	Neutral	24.8%	Leaning towards inclined/neutral to share
15. Impact Emo Tone Persuasion	A Significant Impact	39.3%	A Tremendous Impact	26.3%	Emotional tone seen as having high impact
16. Emotion vs Logic Influence	Both are equally influential	33.7%	Emotion somewhat more influential	30.4%	Balanced view, slightly leaning towards emotion

8.2 FINDINGS

Based on the analysis of 270 survey responses regarding emotional vs. rational advertising appeals:

1. **Age Influences Appeal Preference:** A significant association exists between Age Group and the primary reason ads influence consumers (χ^2=28.9, p=.049), indicating age affects appeal preference (e.g., younger groups leaning more towards logic), though the overall effect size is small (V=.164).
2. **Memory ≠ Sharing:** No significant correlation was found between believing one remembers emotional ads better and the inclination to share those emotional ads (Spearman's ρ=0.041, p=.505), suggesting enhanced memory from emotion doesn't automatically translate to social sharing.
3. **Positive Emotion Leads Influence:** Positive emotion was the most frequently cited primary influence driver (31.9%), slightly ahead of logical explanations of benefits (24.1%), highlighting the prominence of affective responses.
4. **Positive Emotion Boosts Brand Favourability:** Ads evoking joy/happiness are highly likely to increase brand favourability, with 65.5% of respondents being Very or Extremely Likely to view the brand more positively.
5. **Belief in Emotional Memory:** Consumers strongly believe emotional ads are more memorable than factual ones (66.7% Mostly/Completely Agree), aligning with the finding that humor and positive emotion are key memorable traits.
6. **Perception of Emotional Persuasiveness:** The emotional tone of an ad is perceived as highly impactful on persuasiveness, with 65.6% rating its impact as "Significant" or "Tremendous."
7. **Balanced View on Final Decision:** When comparing products, consumers most commonly see emotion and logic as equally influential (33.7%) in their final purchase decision, closely followed by emotional connection being somewhat more influential (30.4%).
8. **Rationality Still Valued:** Despite the emphasis on emotion, factual information is considered important (64.8% Very/Somewhat Important), and rational, benefit-focused ads are viewed as generally effective by a majority (68.9% Generally/Moderately Effective).

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9. CONCLUSION AND SUGGESTIONS

9.1 CONCLUSION

This study explored the impact of emotional versus rational advertising appeals on consumer behaviour. Findings reveal a significant, though small, association between age group and the type of appeal consumers find most influential (χ^2=28.9, p=.049), suggesting tailored approaches may be beneficial. Overall, positive emotions emerged as a primary influence driver (31.9%) and a key factor in ad memorability alongside humor. Consumers strongly believe emotions enhance ad recall (66.7% agree) and perceive emotional tone as having a significant or tremendous impact on persuasiveness (65.6%). While positive emotional ads are highly likely to boost brand favourability (65.5%), the study found no significant correlation between remembering emotional ads and the inclination to share them (ρ=0.041, p=.505). Consumers value factual information but often see emotion and logic as equally influential or give emotion a slight edge in final purchase decisions, indicating a complex interplay between feeling and reasoning in advertising response.

9.2 SUGGESTIONS

1. **Blend Appeals:** Integrate both emotional triggers (especially positive ones like joy, humor) and clear, logical benefits, recognizing that consumers value both, often equally, in decision-making.
2. **Age-Specific Targeting:** Consider nuances in appeal preference across age groups revealed by the Chi-Square test; younger audiences might respond better to logical explanations, while other groups favour different triggers.
3. **Focus on Brand Favourability:** Leverage positive emotional advertising to enhance brand perception and likeability, as this link is strongly supported by the data.
4. **Optimize for Memory, Not Just Sharing:** While emotional ads are remembered better, don't assume memory directly translates to social sharing based on this study; focus on the primary goal (e.g., purchase intent, brand building).
5. **Provide Accessible Facts:** Ensure factual information, deemed important by many, is readily available, even within emotionally driven campaigns (e.g., via links, clear call-outs).
6. **Test Specific Emotions:** Further research could identify *which* specific emotions (beyond general positive/negative) are most effective for different product categories or campaign goals like sharing.

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