THE IMPACT OF CREATIVE ADVERTISING AND EMOTIONAL APPEALS ON CONSUMER PURCHASE INTENTION IN SOCIAL MEDIA MARKETING

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Abstract. *Creative advertising and emotional appeals are now widely used in social media marketing. With consumers overwhelmed with online content, brands need advertising that cuts through the noise and makes real connections with their audiences. The objective of this paper is to explore the role of advertising creativity and emotional appeals in influencing consumers' purchase intention on social media. The study covers the theoretical basis of creative advertising, the importance of emotions in consumer response, and the relationship between social media advertising and purchase decisions. It also includes present issues and emerging developments in digital advertising.*

Introduction

Social media has changed the way brands reach out to consumers. Unlike traditional advertising, digital platforms enable companies to combine creative content, emotional messaging, and direct consumer contact. When creativity is a combination of novelty and relevance, creative advertising can assist a message in drawing attention and resulting in more positive consumer responses (Smith et al., 2007). Emotions are also essential because consumers' emotional reactions to an advertisement may impact their perceptions of the advertisement and the brand (Batra & Ray, 1986; Holbrook & Batra, 1987). These characteristics may also influence the consumer's response to the advertising content and so contribute to the purchase intention in social media environments. Therefore, the combination of creative advertising, emotional appeals, and purchase intention has grown more and more relevant in modern marketing.

Chapter 2. Theoretical Foundations of Creative and Emotional Advertising

Theories of consumer behavior and marketing communication can account for creative and emotional advertising. These ideas describe how consumers take in advertising messages, respond with emotions, build attitudes, and ultimately develop intentions to purchase a product.

Advertising Creativity: Advertising creativity is the creation of messages that are original and relevant to consumers. Creative ads can get attention and motivate the consumer to analyze a marketing message more deeply. Creativity can alter the way in which consumers process and react to advertising (Smith et al., 2007).

Emotional Response Theory: Emotions are a major factor in consumer response to advertising. An ad might generate sentiments of happiness, excitement, nostalgia, fear, or affection. The consumer's attitude toward the advertisement and the advertised brand might be affected by these emotional responses (Holbrook & Batra, 1987).

Advertising Information Processing: Not all consumers respond in the same way to advertising. Their motivation, ability and opportunity to process an advertisement can affect the way in which individuals interpret its message. According to MacInnis and Jaworski (1989), there are cognitive and emotional responses in advertisement processing that may contribute to the formation of brand attitudes.

Theory of Planned Behavior: Purchase intention can also be considered using the Theory of Planned Behavior. Ajzen (1991) noted that behavioral intention is a function of attitudes toward a behavior, subjective norms, and perceived behavioral control. Thus, in the marketing context, the consumer's attitude and perception can affect his/her intention to purchase a product.

These theoretical ideas contribute to the understanding of the interaction between creative advertising, emotional appeals, consumer attitudes and purchase intention. This link is particularly relevant in social media marketing because consumers have the ability to react instantaneously to advertising content and can engage with brands and other consumers.

Chapter 3: Emotional Appeals in Social Media and Creative Advertising

Social media creates a different advertising environment from traditional media since consumers can immediately respond, share and interact with the advertising content. This has resulted in brands becoming more creative and using emotional appeals to capture consumer attention and engage them. Lee and Hong (2016) showed that advertising creativity was an important factor in producing good reactions to social media advertisements.

1. Creative Social Media Advertising

Social media is a platform where consumers are exposed to a large amount of content every day. Creative advertising is vital. Advertisements compete not only with other brands but also with entertainment, personal postings, videos and other online content as a consequence.

Below are some of the features that can add more creativity to social media advertising:

Originality: New and unexpected concepts for advertising can help a brand stand out from other content.
Relevance: Creativity needs to be tied to the product and be relevant to the target consumer.
Visual Content: Images, videos, and other visual features can help to increase the visibility and engagement of advertising.
Interactive Features: Social media allows people to immediately like, comment, share and respond to advertising content.

Lee and Hong (2016) showed that advertising creativity and informativeness were significant predictors of favorable behavioral responses to social network advertising. Their results further indicated that favorable user responses were positively related to purchase intention.

2. Emotional Appeals in Advertising on Social Media

Emotional appeals are used to create feelings that may affect how people react to advertising. Social media provides brands with a platform to communicate through emotional stories, images, videos and other content.

Typical emotional appeals:

Happiness & Humor: Positive feelings can increase the enjoyment of commercials and inspire positive reactions.
Nostalgia: Advertising can link products with memories, and past experiences.
Fear: Consumers are shown the negative consequences or risks to make them take action.

Affection & Empathy: Messages around topics related to relationships, family, friendship or social events may foster a more emotional connection.

Attitudes toward social media ads and subsequent purchase-related responses may be affected by emotional appeals. When considering social media, emotional appeal has a significant impact on attitude toward advertising (Chen, Ling and Chen, 2023). Their study also found that attitude toward advertising and product evaluation were significant determinants of purchase intention.

3. Purchase Intention, Emotion, and Creativity

Creativity and **emotion** can grab people's attention and affect how consumers respond, but a compelling ad doesn't always result in a sale. And people may like or share an ad and have no intention of ever buying what is being advertised.
Research in social media advertising shows that emotional appeals have a strong influence on **purchase intention**, whereas creative attributes are good for attracting **consumers** but may not necessarily have the same direct impact on purchasing. This is more than just creating an **unusual or entertaining** ad – this highlights the necessity of a **meaningful** link between creativity and the product.

Therofore, great social media advertising is a combination of creative execution, emotional appeal and appropriate product information. It is the combination of these features that advertising can be effective in garnering consumer attention and **engagement** and help in **the formation of purchase intention**.

Chapter 4: Current Trends and Issues in Social Media Advertising

Social media advertising is still evolving as digital platforms, technologies and consumer expectations change. Creative and **emotional** advertising creates new opportunities for **brands** to engage **consumers** but also raises challenges of attention, trust and the ever-increasing amount of content online.

1. Information Overload and Consumer Attention

Consumers are exposed to a large amount of advertising and other content on social media. The result: it has become harder for brands to get noticed. Creative advertising can enable companies to stand out but creativity has to be linked to the **advertised** product. **Entertaining advertisements that have little connection with the brand may attract attention, but they are** not likely to elicit any real consumer response.

2. Authenticity and Consumer Trust

Social media offers an easy way for consumers to interact with brands, read reviews and compare opinions. This makes authenticity and trust **essential components of digital advertising**. Excessive promotional or deceptive content could erode consumer confidence. Electronic word-of-mouth also **affects consumers' evaluation of products and brands** since consumers evaluate other consumers' experiences and **opinions** when making purchasing decisions (Hajli, 2015).

3. Personalized Advertising

Personalization is one of the major trends in social media marketing. Digital platforms allow companies to tailor advertising content to the interests, preferences and **online behavior of consumers**. Personalized advertising can make marketing communications more relevant to individual consumers. But **companies** also have to address **consumer** concerns about privacy and the use of personal information.

4. Influencer and User-Generated Content

Social media marketing has seen increased exposure for influencers and **user-generated content**. Consumers are exposed to **products** not only through traditional brand **advertisements**, but also through **content creators**, reviews, recommendations and **content produced by other users**. The **credibility of the message source** could influence consumers' opinions and purchase intentions.

5. Short-Form Video & Interactive Ads

Today, **short-form videos and interactive formats have become common forms of communication** on social media. The formats **allow marketers to combine** visual creativity, storytelling, music, humor and emotional content in a short period of time. Interactive features such as comments, reactions, **polls** and sharing allow consumers to communicate directly with brands.

These innovations demonstrate that social media advertising **is becoming** more personalized, interactive, and consumer-centric. The key to influencing **purchase intention** is blending **creativity** and emotional appeal with authenticity, relevance, and **consumer** trust.

Chapter 5: Conclusion and Future Directions

Social media marketing has become more and more characterized by creative advertising and emotional appeals. They help in building brand awareness, emotional connection and influence consumer purchase intention. But creativity alone is not enough, advertising has to be relevant, credible and match customer needs. Social media has made advertising more interactive and personalized, creating new potential for brands, but also new challenges. Additional research is needed to explore how distinct emotional appeals, influencer content, and tailored advertising influence consumers' responses across social media platforms and cultural contexts.

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