THE EFFECT OF EMOTIONAL ADVERTISING EXPOSURE ON CONSUMER ATTITUDES TOWARD BANKING PRODUCTS: A CROSS - SECTIONAL STUDY OF BANK BCA ADVERTISEMENT

Salma Nadira Yasmin

14040119190049@students.undip.ac.id

Department of Communication Science, Faculty of Social and Political Sciences, Diponegoro University

---

ABSTRACT

The evolution of modern advertising strategies has shifted from rational information delivery toward emotional approaches in shaping consumer attitudes, particularly in the banking industry where products are intangible and complex in nature. This study aims to analyze the influence of Cognitive Valuation, Affective Valuation, and Conative/Behavioral Valuation of emotional advertising on consumer attitudes toward banking products, using the attitude formation model as its theoretical framework. This study employs a quantitative explanatory approach, with data collected from 97 valid respondents through questionnaires and analyzed using multiple linear regression. The findings indicate that emotional advertising plays an important role in shaping consumer attitudes toward banking products through cognitive evaluation, affective responses, and behavioral tendencies. These findings suggest that consumer attitudes toward banking products are influenced not only by rational evaluations but also by emotional engagement and behavioral tendencies that emerge after exposure to advertising. This study concludes that the integration of cognitive, affective, and behavioral aspects in emotional advertising constitutes an important communication strategy in shaping consumer attitudes toward banking products.

Keywords: Emotional Advertising; Cognitive Valuation; Affective Valuation; Conative/Behavioral Valuation; Consumer Attitudes; Banking Products

ABSTRAK

Evolusi strategi periklanan modern telah bergeser dari penyampaian informasi rasional menuju pendekatan emosional dalam membentuk sikap konsumen, khususnya di industri perbankan di mana produk bersifat tidak berwujud dan kompleks. Studi ini bertujuan untuk menganalisis pengaruh Penilaian Kognitif, Penilaian Afektif, dan Penilaian Konatif/Perilaku dari periklanan emosional terhadap sikap konsumen terhadap produk perbankan, menggunakan model pembentukan sikap sebagai kerangka teoritisnya. Studi ini menggunakan pendekatan penjelasan kuantitatif, dengan data yang dikumpulkan dari 97 responden valid melalui kuesioner dan dianalisis menggunakan regresi linier berganda. Temuan menunjukkan bahwa periklanan emosional memainkan peran penting dalam membentuk sikap konsumen terhadap produk perbankan melalui evaluasi kognitif, respons afektif, dan kecenderungan perilaku. Temuan ini menunjukkan bahwa sikap konsumen terhadap produk perbankan dipengaruhi tidak hanya oleh evaluasi rasional tetapi juga oleh keterlibatan emosional dan kecenderungan perilaku yang muncul setelah terpapar iklan. Studi ini menyimpulkan bahwa integrasi aspek kognitif, afektif, dan perilaku dalam periklanan emosional merupakan strategi komunikasi penting dalam membentuk sikap konsumen terhadap produk perbankan.

Kata Kunci: Periklanan Emosional; Penilaian Kognitif; Penilaian Afektif; Penilaian Konatif/Perilaku; Sikap Konsumen; Produk Perbankan

INTRODUCTION

The rapid expansion of digital media has fundamentally transformed how organizations communicate with consumers. In increasingly competitive markets, advertising is no longer limited to delivering product information but has evolved into a strategic communication tool for building emotional connections with consumers. Emotional advertising, which employs storytelling, symbolic imagery, and emotionally evocative narratives, has become a widely adopted marketing strategy because it enables brands to create memorable experiences and strengthen consumer relationships beyond functional product attributes. This communication approach is particularly relevant in service industries, where consumer trust and long-term relationships are more important than tangible product characteristics.

The banking industry represents one of the sectors in which emotional advertising has become increasingly important. Unlike physical goods, banking products are intangible and involve relatively high levels of perceived financial risk. Consequently, consumers evaluate banking services not only on objective attributes such as interest rates or transaction convenience but also on psychological dimensions including trust, security, reliability, and emotional attachment. To address these concerns, many financial institutions have adopted emotional storytelling in their marketing communications to portray banking services as instruments that support consumers' aspirations, family well-being, and financial security.

In Indonesia, PT Bank Central Asia Tbk. (BCA) has consistently implemented emotional advertising campaigns across digital platforms. Rather than emphasizing product specifications alone, BCA frequently incorporates narratives depicting family relationships, personal achievements, and everyday life experiences. Such advertisements are intended to strengthen consumers' emotional engagement while simultaneously reinforcing perceptions of credibility and institutional trustworthiness. Although emotional advertising has become a common practice within the banking sector, its effectiveness in shaping consumer attitudes remains an important research issue, particularly because consumer evaluations involve both rational and emotional considerations.

Previous studies have established that emotional advertising positively influences various consumer outcomes. Research has demonstrated that emotional advertising enhances advertising effectiveness by improving brand attitudes, increasing purchase intentions, and strengthening customer loyalty. Studies by Mogaji and Danbury (2017), Bilisbekov et al. (2020), Otamendi and Martín (2020), and Martínez and Espinosa (2019) suggest that consumers evaluate emotional advertisements through cognitive and affective processes, both of which contribute to trust formation and behavioral intention. Other studies have further shown that emotional appeals may improve advertising effectiveness by stimulating positive emotional responses and facilitating stronger brand recall.

Despite these contributions, several limitations remain within the existing literature. First, many previous studies primarily examine either cognitive or emotional responses independently, while relatively few investigate the simultaneous roles of cognitive, affective, and conative evaluations as integrated determinants of consumer attitudes. Second, empirical studies focusing specifically on emotional advertising in the banking industry remain limited compared with research conducted in consumer goods and retail sectors. Third, evidence from Indonesia's banking industry is still relatively scarce, despite the country's rapid digital banking development and increasing investment in emotionally driven marketing communications.

This study addresses these gaps by applying the three-component attitude formation framework, consisting of cognitive, affective, and conative evaluations, to explain how consumers form attitudes toward banking products after exposure to emotional advertising. Rather than examining emotional responses alone, the study simultaneously investigates consumers' rational evaluations, emotional reactions, and behavioral tendencies toward emotional advertising. This integrated perspective provides a more comprehensive understanding of how emotional advertising influences consumer attitudes in high-involvement financial services.

The scientific novelty of this research lies in integrating the three dimensions of attitude formation—cognitive valuation, affective valuation, and conative valuation—within a single empirical model to explain consumer attitudes toward banking products in the context of emotional advertising. While previous studies have frequently investigated these dimensions separately or within different industrial settings, this study empirically examines their simultaneous influence on attitudes toward banking products using Indonesia's banking industry as the research context. The findings contribute to advertising and consumer behavior literature by extending the application of attitude formation theory to emotional advertising in financial services.

Based on the identified research gap, this study investigates whether cognitive valuation, affective valuation, and conative valuation of emotional advertising significantly influence consumers' attitudes toward banking products, both individually and simultaneously.

Accordingly, the following hypotheses are proposed: (H1) Cognitive valuation of emotional advertising positively influences consumers' attitudes toward banking products; (H2) Affective valuation of emotional advertising positively influences consumers' attitudes toward banking products; (H3) Conative valuation of emotional advertising positively influences consumers' attitudes toward banking products; (H4) Cognitive valuation, affective valuation, and conative valuation simultaneously have a positive influence on consumers' attitudes toward banking products.

Therefore, the objective of this study is to analyze the individual and simultaneous effects of cognitive, affective, and conative evaluations of emotional advertising on consumers' attitudes toward banking products, using BCA's emotional advertising campaign as the empirical context.

RESEARCH OBJECTIVES

The purpose of this study is to analyze the influence of cognitive, affective, and behavioral (conative) valuation of emotional advertising on consumer attitudes towards banking products, both partially and to assess the combined influence of these three responses on overall product attitudes.

THEORETICAL FRAMEWORK

Emotional Advertising

Emotional advertising refers to promotional communication designed to evoke consumers' emotions rather than relying solely on rational product information. By employing storytelling, symbolic imagery, music, and relatable life experiences, emotional advertising creates psychological connections between consumers and brands (Belch & Belch, 2018). Unlike informational advertising, which emphasizes functional product attributes, emotional advertising seeks to influence consumers through feelings such as happiness, empathy, nostalgia, inspiration, or trust.

Within the banking industry, emotional advertising is particularly important because financial services are intangible and involve considerable perceived risk. Consumers cannot directly evaluate service quality before purchase; therefore, emotional communication helps reduce uncertainty while strengthening trust and confidence toward financial institutions (Mogaji & Danbury, 2017). Through emotional storytelling, banks can communicate values such as security, family welfare, financial success, and long-term relationships that resonate with consumers' personal experiences.

Previous studies have consistently demonstrated that emotional advertising positively influences advertising effectiveness, brand attitudes, customer engagement, purchase intention, and loyalty (Otamendi & Martín, 2020; Bilisbekov et al., 2020). However, consumer responses toward emotional advertising are multidimensional, involving cognitive evaluations, emotional reactions, and behavioral tendencies that collectively contribute to attitude formation.

Attitude Formation Theory

This study is grounded in the Tri-Component Attitude Model, which explains that attitudes are formed through the interaction of three psychological dimensions: cognition, affection, and conation (Schiffman & Kanuk, 2010). The cognitive component represents consumers' beliefs and perceptions regarding an object, the affective component reflects emotional reactions toward that object, and the conative component captures behavioral intentions arising from cognitive and emotional evaluations.

The model suggests that exposure to advertising first generates cognitive and emotional responses, which subsequently influence consumers' behavioral tendencies and overall attitudes toward the advertised product. Because advertising simultaneously conveys information and emotional meaning, all three components are expected to contribute to attitude formation.

The tri-component framework has been widely adopted in consumer behavior research because it provides a comprehensive explanation of how consumers process marketing communication before forming purchasing decisions. Consequently, it serves as the primary theoretical foundation for examining consumer evaluations of emotional advertising within the banking industry.

Cognitive Valuation of Emotional Advertising (X1)

Cognitive valuation refers to consumers' rational assessment of advertising messages based on their credibility, relevance, informativeness, and usefulness. Even when advertisements primarily employ emotional appeals, consumers continue to evaluate whether the information presented is believable and trustworthy before developing favorable attitudes toward the advertised product (Bilisbekov et al., 2020).

In financial services, cognitive evaluation is particularly significant because consumers tend to perceive higher financial risk and therefore require reliable information before making decisions. Previous studies indicate that advertisements perceived as credible and informative generate stronger consumer trust and more favorable product evaluations (Martínez & Espinosa, 2019). Accordingly, positive cognitive valuation is expected to enhance attitudes toward banking products.

Affective Valuation of Emotional Advertising (X2)

Affective valuation represents consumers' emotional responses following exposure to advertising. Emotional advertising attempts to stimulate positive feelings such as empathy, happiness, inspiration, comfort, and trust through narratives and symbolic communication (Otamendi & Martín, 2020).

Positive emotional experiences facilitate emotional attachment to brands by transferring favorable emotions from the advertisement to the advertised product. Such affective transfer strengthens consumers' evaluations beyond functional product characteristics and is particularly important in service industries where emotional trust plays a central role in long-term customer relationships (Mogaji & Danbury, 2017). Consequently, stronger affective valuation is expected to contribute positively to consumer attitudes toward banking products.

Conative Valuation of Emotional Advertising (X3)

Conative valuation reflects consumers' behavioral tendencies after evaluating an advertisement. This dimension includes intentions to seek further information, try the product, recommend it to others, or use the advertised service (Oñate et al., 2019). Unlike cognitive and affective evaluations, which focus on thoughts and feelings, conative valuation captures consumers' readiness to translate those evaluations into action.

Advertising that successfully generates favorable cognitive beliefs and emotional engagement is more likely to produce positive behavioral intentions. Prior research has shown that behavioral intentions are closely associated with advertising effectiveness because they represent consumers' willingness to engage with the advertised brand (Martínez & Espinosa, 2019). Therefore, positive conative valuation is expected to strengthen consumers' attitudes toward banking products.

Attitude Toward Banking Products (Y)

Attitude toward a product refers to an individual's overall evaluation of the product based on accumulated beliefs, emotions, and behavioral tendencies. Consumer attitudes function as important predictors of future purchasing behavior because favorable attitudes increase the likelihood of product adoption, loyalty, and positive word-of-mouth communication (Solomon, 2018).

In advertising research, attitudes toward products are commonly viewed as outcomes of consumers' cognitive processing, emotional experiences, and behavioral intentions generated during advertising exposure. Accordingly, emotional advertising is expected to shape consumer attitudes by simultaneously influencing these three evaluative dimensions.

RESEARCH METHOD

Research Design

This study employed a quantitative explanatory research design to examine the influence of emotional advertising on consumers' attitudes toward banking products. Specifically, the study investigated the effects of cognitive valuation, affective valuation, and conative valuation of emotional advertising on attitudes toward banking products. A cross-sectional survey design was adopted, whereby data were collected from respondents at a single point in time following their exposure to an emotional advertisement produced by Bank Central Asia (BCA).

Population and Sample

The target population consisted of individuals who had watched the selected BCA emotional advertisement and were familiar with banking services. Eligible respondents were at least 18 years old and represented active digital media users capable of evaluating online advertising.

Respondents were selected using purposive sampling, a non-probability sampling technique considered appropriate because participants were required to meet predefined inclusion criteria. Initially, 100 responses were collected through an online questionnaire. Following data screening, three responses were excluded because the respondents indicated that they had not watched the advertising stimulus. Consequently, 97 valid responses were retained for statistical analysis.

Research Variables

The study consisted of three independent variables and one dependent variable. Independent Variables: Cognitive Valuation of Emotional Advertising (X_1); Affective Valuation of Emotional Advertising (X_2); Conative Valuation of Emotional Advertising (X_3). Dependent Variable: Attitude Toward Banking Products (Y). The conceptual framework was developed based on the Tri-Component Attitude Model, which proposes that cognitive, affective, and conative evaluations collectively shape consumers' attitudes toward an object.

Measurement of Variables

Primary data were collected using a structured questionnaire employing a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Cognitive valuation was measured through indicators assessing the credibility, accuracy, informativeness, and usefulness of the advertisement. Affective valuation measured respondents' emotional reactions toward the advertisement, including feelings of trust, empathy, and emotional engagement. Conative valuation assessed respondents' behavioral intentions, including willingness to seek additional information, use the banking product, and recommend it to others. Attitude toward banking products was measured using indicators reflecting respondents' overall evaluations and favorable perceptions of the advertised banking products. Measurement items were adapted from established studies on emotional advertising, consumer attitudes, and advertising effectiveness to ensure construct validity.

Data Collection Procedure

Data were collected through an online questionnaire distributed to respondents who satisfied the inclusion criteria. Before completing the questionnaire, participants were instructed to watch the designated BCA emotional advertisement to ensure a common advertising stimulus across all respondents. Participation was voluntary, and responses were recorded anonymously.

Data Analysis

The collected data were analyzed using IBM SPSS Statistics. Prior to hypothesis testing, descriptive statistics were generated to summarize respondents' characteristics and overall responses.

Instrument quality was assessed through validity and reliability testing using Pearson Product-Moment Correlation and Cronbach's Alpha. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were subsequently conducted to verify compliance with the assumptions of multiple linear regression.

The proposed hypotheses were tested using multiple linear regression analysis. Partial effects of each independent variable were examined using the t-test, while the simultaneous influence of all independent variables was evaluated using the F-test. The coefficient of determination (R^2) was calculated to determine the proportion of variance in consumers' attitudes toward banking products explained by cognitive, affective, and conative valuations of emotional advertising. A significance level of 0.05 was adopted for all statistical analyses.

RESULTS AND DISCUSSION

Descriptive Findings

A total of 100 respondents participated in this study. Following the screening process, three respondents who indicated that they had not watched the selected BCA emotional advertisement were excluded from the analysis. Consequently, 97 valid responses were included in the statistical analysis.

The majority of respondents were between 21 and 25 years old (49.5%), followed by respondents aged 17–20 years (23.7%).

Male respondents accounted for 55.7% of the sample, while female respondents represented 44.3%.

Most respondents were university students (49.5%), followed by private-sector employees (38.1%). These demographic characteristics indicate that the respondents represent active users of digital media who are frequently exposed to online advertising.

Hypothesis Testing

Descriptive statistical analysis indicates that respondents generally perceived BCA's emotional advertisement positively. The mean scores of the cognitive valuation, affective valuation, conative valuation, and attitude toward banking products variables were all within the high category, suggesting favorable evaluations of the advertisement.

Among the three dimensions of emotional advertising, conative valuation recorded the highest average score, indicating that the advertisement was particularly effective in encouraging respondents' behavioral intentions, such as seeking further information about BCA's banking services, recommending the advertisement to others, and expressing willingness to use the promoted products. Cognitive and affective valuations also demonstrated positive responses, indicating that respondents perceived the advertisement as informative, credible, emotionally engaging, and capable of generating positive feelings toward the bank.

Similarly, respondents reported favorable attitudes toward BCA's banking products after viewing the advertisement, suggesting that emotional advertising contributes to strengthening consumers' overall product evaluations.

Validity testing demonstrated that all questionnaire items satisfied the required validity criteria, as each item produced a correlation coefficient exceeding the critical value. Reliability testing further indicated satisfactory internal consistency for all constructs, with Cronbach's Alpha values above the recommended threshold of 0.60. These findings confirm that the measurement instrument was both valid and reliable for measuring the research variables.

Furthermore, classical assumption tests—including normality, multicollinearity, and heteroscedasticity tests—indicated that the regression model met the assumptions required for multiple linear regression analysis.

Multiple linear regression analysis was employed to examine the influence of cognitive valuation, affective valuation, and conative valuation of emotional advertising on consumers' attitudes toward banking products.

The regression analysis produced positive coefficients for all independent variables, indicating that improvements in respondents' cognitive, affective, and conative evaluations of emotional advertising were associated with more favorable attitudes toward banking products. Among the three dimensions, conative valuation exhibited the largest standardized regression coefficient, suggesting that behavioral responses generated by emotional advertising contributed more strongly to consumers' attitudes than cognitive and affective evaluations.

The coefficient of determination (R^2) indicates that emotional advertising explains a proportion of the variation in consumers' attitudes toward banking products, while the remaining variation is influenced by other factors outside the research model. This finding suggests that emotional advertising is one of several determinants influencing consumer attitudes within the banking industry.

Overall, the findings demonstrate that cognitive, affective, and conative evaluations jointly contribute to consumers' attitudes toward banking products, although the magnitude of their influence varies across dimensions.

CONCLUSION

This study examined the influence of cognitive valuation, affective valuation, and conative valuation of emotional advertising on consumers' attitudes toward banking products, using BCA's emotional advertising campaign as the research context. The findings indicate that respondents generally perceived the advertisement positively across all three evaluative dimensions. Among these dimensions, conative valuation emerged as the strongest aspect, suggesting that emotional advertising was particularly effective in encouraging consumers' behavioral intentions, such as seeking further information about banking products and expressing willingness to engage with the brand.

Overall, the findings suggest that emotional advertising contributes to the development of favorable consumer attitudes toward banking products by simultaneously stimulating cognitive evaluations, emotional responses, and behavioral intentions. The study supports the application of the Tri-Component Attitude Model in explaining how consumers process emotional advertising within the banking industry, demonstrating that attitude formation involves an interaction between rational assessment, emotional engagement, and behavioral tendency.

From a managerial perspective, the findings imply that emotional advertising should remain an integral component of banks' marketing communication strategies. Rather than focusing solely on product features and functional benefits, financial institutions should incorporate emotionally meaningful narratives that strengthen customer trust, enhance brand image, and encourage deeper consumer engagement. Emotional storytelling that reflects consumers' everyday experiences and personal aspirations may improve the effectiveness of banking communication and foster stronger long-term customer relationships.

This study is subject to several limitations. First, the research employed a cross-sectional design that captured respondents' perceptions at a single point in time, limiting the ability to observe changes in consumer attitudes over time. Second, the sample size was relatively limited and consisted primarily of young adult respondents, which may restrict the generalizability of the findings to other demographic groups. Third, the study focused exclusively on one emotional advertising campaign produced by BCA; therefore, the results may not fully represent the effectiveness of emotional advertising across different banks, advertising formats, or financial service contexts.

Future research is encouraged to include larger and more diverse samples, compare emotional advertising campaigns across multiple financial institutions, and incorporate additional variables such as brand trust, brand image, customer satisfaction, perceived service quality, and purchase intention to provide a more comprehensive understanding of consumer attitudes toward banking products. Longitudinal research designs may also provide deeper insights into how emotional advertising influences consumer attitudes and behavioral outcomes over time.

REFERENCES

01

Agarwal, S., Chomsisengphet, S., & Lim, C. (2016). What Shapes Consumer Choice and Financial Products? - A Review. SSRN Electronic Journal. https://doi.org/10.2139/ssrn.2875886

Akbari, M. (2015). Different Impacts of Advertising Appeals on Advertising Attitude for High and Low Involvement Products. Global Business Review, 16(3), 478. https://doi.org/10.1177/0972150915569936

Alsharif, A. H., & Khraiwish, A. (2024). Tools in Marketing Research: Exploring Emotional Responses to Stimuli. Scientific Annals of Economics and Business, 71(2), 173. https://doi.org/10.47743/saeb-2024-0009

Amrudhia, N. F., & Nurfebiaraning, S. (2021). The "9.9 Super Shopping Day" Advertisement Video and Its Impact on Shopee Users on TikTok. Kanal Jurnal Ilmu Komunikasi, 10(1), 22. https://doi.org/10.21070/kanal.v9i3.1227

Analuiza, J. C. C., & Pazmiño-Chimbana, V. M. (2023). Revisión sistemática: marcas emocionales desde una perspectiva de la publicidad. Cuadernos de Administración, 39(76). https://doi.org/10.25100/cdea.v39i76.12740

Athief, F. H. N., & Ma'ruf, A. (2023). Tracing the asymmetry of religiosity-based loyalty of Islamic bank depositors. Banks and Bank Systems, 18(1), 1. https://doi.org/10.21511/bbs.18(1).2023.

Bilisbekov, N., Sarfo, C., Dandis, A. O., & Eid, M. A. H. (2020). Linking bank advertising to customer attitudes: The role of cognitive and affective trust. Management Science Letters, 1083. https://doi.org/10.5267/j.msl.2020.11.031

Briñol, P., Petty, R. E., & Tormala, Z. L. (2004). Self-Validation of Cognitive Responses to Advertisements. Journal of Consumer Research, 30(4), 559. https://doi.org/10.1086/380289

Brown, A., & Allison, S. (2020). Attitudinal and normative responses to advertising stimuli and vaping intentions. International Journal of Market Research, 63(6), 810. https://doi.org/10.1177/1470785320929209

Chaudhary, D. (2024). Influence of Emotional Marketing in the Field of Cosmetics Among Females Towards Brand Loyalty and Preference. International Journal for Research in Applied Science and Engineering Technology, 12(11), 5. https://doi.org/10.22214/ijraset.2024.64937

Chinelato, F. B., Filho, C. G., & Randt, D. F. (2023). Why is sharing not enough for brands in video ads? A study about commercial video ads' value drivers. Spanish Journal of Marketing - ESIC, 27(3), 407. https://doi.org/10.1108/sjme-10-2022-0214

Elbardai, H., Lakhrif, K., & Yildiz, H. (2021). Rational and Emotional Advertising: A bibliometric Analysis (1990-2020). International Journal of Marketing Studies, 13(4), 16. https://doi.org/10.5539/ijms.v13n4p16

Gadzali, S. S. (2023). Determinants of Consumer Purchases in the Perspective of Business Psychology. Apollo Journal of Tourism and Business, 1(1), 23. https://doi.org/10.58905/apollo.v1i1.9

Huhmann, B. A. (2014). A Model of the Cognitive and Emotional Processing of Rhetorical Works in Advertising (p. 91). https://doi.org/10.4324/9781315704029-11

Martínez, J. V., & Espinosa, M. (2019). CONSUMER INVOLVEMENT AS A COVARIANT EFFECT IN RETHINKING THE AFFECTIVE-COGNITIVE RELATIONSHIP IN ADVERTISING EFFECTIVENESS. Journal of Business Economics and Management, 20(2), 208. https://doi.org/10.3846/jbem.2019.8099

Maya, S. R. de, & Piñero, M. S. (2002). The impact of cognitive and/or affective processing styles on consumer response to advertising appeals. Journal of Business Research, 57(6), 657. https://doi.org/10.1016/s0148-2963(02)00309-0

Moe, M. (2023). Podvertising: Podcast Listeners' Advertising Attitudes, Consumer Actions and Preference for Host-Read Ads. Journal of Economics and Behavioral Studies, 14, 50. https://doi.org/10.22610/jebs.v14i4(j).3278

Mogaji, E., Czarnecka, B., & Danbury, A. H. (2017). Emotional appeals in UK business-to-business financial services advertisements. International Journal of Bank Marketing, 36(1), 208. https://doi.org/10.1108/ijbm-09-2016-0127

Mogaji, E., & Danbury, A. H. (2017). Making the brand appealing: advertising strategies and consumers' attitude towards UK retail bank brands. Journal of Product & Brand Management, 26(6), 531. https://doi.org/10.1108/jpbm-07-2016-1285

Mpinganjira, M., & Bogaards, M. (2013). Satisfaction in Relation to the Metrics of Quality Constructs in South African Manufacturer-Supplier Relationships. ESIC MARKET Economic and Business Journal, 44(1), 55. https://doi.org/10.7200/esicm.144.0441.2i

Nancy, K., Busolo, H., & Chepkilot, R. (2019). A COMPARATIVE STUDY OF INFLUENCE OF ADVERTISING THROUGH ONLINE AND OFFLINE MEDIA CHANNELS ON CONSUMERS' ATTITUDE BY SELECTED COMMERCIAL BANKS IN NAIROBI COUNTY, KENYA. International Review of Management and Marketing, 9(6), 169. https://doi.org/10.32479/irmm.8757

Oñate, C. G., Vazquez-Cagiao, P., & Farrán-Teixidó, E. (2019a). Effective communication models in advertising campaigns. A strategic analysis in the search for effectiveness. Communication & Society, 32(4), 109. https://doi.org/10.15581/003.32.4.109-124

Oñate, C. G., Vazquez-Cagiao, P., & Farrán-Teixidó, E. (2019b). Modelos de comunicación eficaces en las campañas de publicidad. Un análisis estratégico para la búsqueda de la eficacia. Communication & Society, 109. https://doi.org/10.15581/003.32.36739

Otamendi, F. J., & Martín, D. L. S. (2020). The Emotional Effectiveness of Advertisement. Frontiers in Psychology, 11. https://doi.org/10.3389/fpsyg.2020.02088

Pang, J., Keh, H. T., & Peng, S. (2009). Effects of advertising strategy on consumer-brand relationships: A brand love perspective. Frontiers of Business Research in China, 3(4). https://doi.org/10.1007/s11782-009-0029-8

Persaud, C. (2013). The effects of interactivity and involvement on users' attitude toward and perception of brands and purchase intent on Facebook. https://doi.org/10.31390/gradschool_theses.820

Rahimah, A., Dzikrullah, S. A., & Astira, A. A. (2025). Connecting Emotionally: Examining the Impact of Narrative Video Advertising on Consumer Involvement and Brand Attachment. BISNIS & BIROKRASI Jurnal Ilmu Administrasi Dan Organisasi, 32(1). https://doi.org/10.20476/jbb.v32i1.1565

Soti, R. (2022). The impact of advertising on consumer behavior. World Journal of Advanced Research and Reviews, 14(3), 706. https://doi.org/10.30574/wjarr.2022.14.3.0577

Steven Aaron Wijaya (2024). Pesan persuasif pada iklan layanan masyarakat BCA "Don't Know? Kasih No!" (Undergraduate thesis, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Diponegoro). https://eprints2.undip.ac.id/id/eprint/28560

Vrtaňa, D., & Křižanová, A. (2023). The Power of Emotional Advertising Appeals: Examining Their Influence on Consumer Purchasing Behavior and Brand–Customer Relationship. Sustainability, 15(18), 13337. https://doi.org/10.3390/su151813337

Wiese, M., Martínez-Climent, C., & Botella-Carrubí, D. (2019). A framework for Facebook advertising effectiveness: A behavioral perspective. Journal of Business Research, 109, 76. https://doi.org/10.1016/j.jbusres.2019.11.041