



**SCHOOL OF GRADUATE STUDIES AND RESEARCH (SoGaR)  
FACULTY OF BUSINESS AND STRATEGIC COMMUNICATION**

**A COMPARATIVE STUDY OF EMOTIONAL AND RATIONAL ADVERTISING AND  
THEIR INFLUENCE ON CONSUMER BUYING DECISIONS OF FAST-MOVING  
CONSUMER GOODS**

**BY  
PRISCILLA ANKAMAH ARHIN  
MAPRM24017**

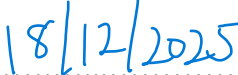
**A DISSERTATION SUBMITTED TO THE UNIVERSITY OF MEDIA, ARTS AND  
COMMUNICATION IN PARTIAL FULFILMENT FOR THE AWARD OF A MASTER  
OF ARTS DEGREE IN PUBLIC RELATIONS WITH MARKETING.**

**DECEMBER, 2025**

## DECLARATION

I, Priscilla Ankamah Arhin, declare that this thesis is my original work, except for properly cited quotations and references. It has not been submitted for any other degree, and I take responsibility for any errors or shortcomings.

Signature .....


Date: .....

**Priscilla Ankamah Arhin**

**(MAPRM24017)**

## CERTIFICATION

I, the undersigned supervisor, confirm that I supervised this work in line with the guidelines for dissertation set out by the University of Media, Arts and Communication.

Signature ...  .....

Date: 18th December 2025 .....

**Dr. Priscilla Teika Odoom**  
(Supervisor)

## **DEDICATION**

This thesis is dedicated to my family, for their constant support and encouragement.

## **ACKNOWLEDGEMENT**

I sincerely thank my supervisor, Dr. Priscilla Teika Odoom, for her guidance, patience, and valuable feedback throughout this study.

I also appreciate my colleagues for their support, encouragement, and helpful discussions that enriched the research.

## ABSTRACT

This study investigates the influence of emotional and rational advertising appeals on consumer purchasing decisions for Fast-Moving Consumer Goods (FMCGs) in Ghana, with particular attention to variations across age groups. A quantitative, descriptive-explanatory research design was employed, using structured questionnaires to collect primary data from 221 FMCG consumers in Ghana. Descriptive statistics, paired-samples t-tests, correlation, and ANOVA were used to analyse patterns, relationships, and differences in consumer responses. The findings indicate that consumers perceive both emotional and rational appeals positively, with emotional appeals slightly preferred. Rational appeals exerted a marginally stronger influence on actual purchase decisions, while age did not significantly affect responses, suggesting broad appeal across young and middle-aged consumers. The study concludes that both types of advertising are complementary, with rational appeals guiding purchase decisions and emotional appeals fostering engagement and brand loyalty. Marketers are recommended to integrate emotional and rational content in FMCG brands advertising campaigns and avoid strict age-based targeting, focusing instead on content that balances information with affective appeal.

**Keywords:** Emotional Advertising, Rational Advertising, Consumer Behaviour, Ghana, Fast-Moving Consumer Goods.

## TABLE OF CONTENTS

CONTENT	PAGES
DECLARATION .....	i
DEDICATION .....	iii
ACKNOWLEDGEMENT .....	iv
ABSTRACT.....	v
LIST OF TABLES .....	ix
LIST OF ABBREVIATIONS.....	x
CHAPTER ONE .....	1
INTRODUCTION .....	1
1.0 CHAPTER OVERVIEW .....	1
1.1 BACKGROUND OF THE STUDY .....	1
1.2 STATEMENT OF THE PROBLEM .....	3
1.3 RESEARCH QUESTION AND OBJECTIVES OF THE STUDY .....	4
1.4 DELIMITATIONS OF THE STUDY .....	5
1.5 SIGNIFICANCE OF THE STUDY .....	5
1.6 ORGANIZATION OF THE STUDY .....	6
1.7 CHAPTER SUMMARY .....	7
CHAPTER TWO .....	8
LITERATURE REVIEW .....	8
2.0 INTRODUCTION.....	8
2.1 THEORETICAL REVIEW.....	8
2.1.1 Elaboration Likelihood Model .....	8
2.2 CONCEPTUAL REVIEW .....	10
2.2.1 Emotional Advertising Appeal.....	10
2.2.2 Rational Advertising Appeal.....	11
2.3 EMPIRICAL REVIEW.....	15
2.3.1 Consumer Perceptions of Emotional and Rational Advertising for FMCGs.....	15
2.3.2 Influence of Emotional and Rational Appeals on Consumer Purchasing Decisions .....	17
2.3.3 Effect of Age on Consumers' Responses to Emotional and Rational Appeals .....	19

2.4 CHAPTER SUMMARY .....	20
CHAPTER THREE .....	21
RESEARCH METHODOLOGY .....	21
3.0 INTRODUCTION.....	21
3.1 RESEARCH PARADIGM.....	21
3.2 RESEARCH DESIGN .....	21
3.3 RESEARCH APPROACH.....	22
3.4 RESEARCH STRATEGY .....	23
3.5 POPULATION AND SAMPLING.....	23
3.5.2 SAMPLE STRATEGY .....	23
3.6 DATA COLLECTION.....	25
3.6.1 Data Collection Instrument .....	25
3.6.2 Data Collection Procedure .....	25
3.7 DATA ANALYSIS .....	26
3.8 CHAPTER SUMMARY.....	27
CHAPTER FOUR.....	29
DATA ANALYSIS AND DISCUSSION OF FINDINGS.....	29
4.1 DEMOGRAPHIC PROFILE OF RESPONDENTS .....	29
4.2 RELIABILITY AND NORMALITY ASSESSMENT.....	30
4.3 CONSUMER PERCEPTIONS OF EMOTIONAL AND RATIONAL ADVERTISING FOR FMCGS .....	32
4.4 CONSUMERS' PERCEPTIONS OF THE INFLUENCE OF EMOTIONAL AND RATIONAL ADVERTISING APPEALS ON FMCG PURCHASE DECISION .....	34
4.5 INFLUENCE OF AGE ON CONSUMER RESPONSES TO EMOTIONAL AND RATIONAL ADVERTISING APPEALS IN FMCG PURCHASING DECISIONS .....	35
4.6 DISCUSSION OF FINDINGS .....	38
CHAPTER FIVE .....	40
SUMMARY, CONCLUSION, AND RECOMMENDATIONS.....	40
5.0 INTRODUCTION.....	40
5.1 SUMMARY OF THE STUDY.....	40
5.2 SUMMARY OF KEY FINDINGS .....	41

5.3 CONCLUSIONS .....	42
5.4 RECOMMENDATIONS .....	43
5.5 LIMITATIONS AND SUGGESTIONS FOR FURTHER RESEARCH .....	44
REFERENCES .....	45
APPENDIX.....	54

## LIST OF TABLES

Table 4.1: Demographics of the Respondent.....	28
Table 4.2: Reliability and Normality Results.....	30
Table 4.3: Paired Samples Descriptive Statistics and Correlation.....	31
Table 4.4: Paired-Samples Test and Effect Size.....	32
Table 4.5: Paired Samples Descriptive Statistics and Correlation.....	33
Table 4.6: Paired-Samples Test and Effect Size.....	34
Table 4.7: Descriptive Statistics by Age Group.....	35
Table 4.8: ANOVA and Robust Tests by Age Group.....	36

## LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
Cohen's $d$	Effect Size Measure (Cohen's $d$ )
Cronbach's $\alpha$	Cronbach's Alpha (Reliability Coefficient)
$df$	Degrees of Freedom
EA	Effect of Emotional Appeal
ELM	Elaboration Likelihood Model
FCB	Foot-Cone-Belding Model
FMCG	Fast-Moving Consumer Goods
Hedges' $g$	Effect Size Measure (Hedges' $g$ )
IBM	International Business Machines
PEA	Perception of Emotional Appeal
PRA	Perception of Rational Appeal
PL-SEM	Partial Least Squares Structural Equation Modelling
ROI	Return on Investment
SD	Standard Deviation
SPSS	Statistical Package for the Social Sciences
TRA	Theory of Reasoned Action
UniMAC	University of Media, Arts and Communication

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.0 CHAPTER OVERVIEW**

This research investigates the comparative impact of emotional and rational advertising appeals on consumer purchasing decisions within Ghana's fast-moving consumer goods (FMCG) sector. It contextualizes advertising's evolution and relevance, particularly in the Ghanaian market, where cultural dynamics, economic conditions, and digital advancements shape consumer behaviour. This study highlights the limited empirical data in Ghana concerning how consumers respond to these appeals, especially when demographic factors such as age, gender, and education are considered. The relevance of this study lies in addressing this knowledge gap and offering insights that can inform more effective and culturally resonant advertising strategies.

### **1.1 BACKGROUND OF THE STUDY**

Advertising is an important part of marketing. This is especially true in the fast-moving consumer goods (FMCG) sector, where products are bought often and decisions are made quickly (Machu, 2019). FMCGs are low-priced and consumed frequently, so firms depend on advertising to raise awareness and influence behaviour (Keller, 2016; Rudeloff & Michalski, 2024). Emotional and rational appeals are the main approaches used. Emotional appeals try to create feelings that may strengthen attachment to a brand (Kotler & Keller, 2016). Rational appeals focus on facts, such as price, quality, and performance, to help consumers make informed choices (Belch & Belch, 2020). Research shows that emotional appeals can improve attitudes and encourage purchase intentions. For instance, Vrtana and Krizanova (2023) and Le et al. (2024) demonstrated that positive feelings may help consumers remember brands more easily.

Rational advertising on the other hand, resonates with people who prefer careful information processing or want to reduce uncertainties (Khan et al., 2016). Their effectiveness may vary with product type, cultural context, and consumer involvement. For instance, emotional appeals often enhance brand recall and favourability, whereas rational appeals may face scepticism if viewers question the source or credibility of information (Gamali & Fernando, 2025; Sattorov, 2024).

In Ghana, advertising has additional complexity. Digital media use has grown quickly, and celebrity endorsements are common. Celebrities often tell stories that rely on emotion, which could increase credibility and influence purchase decisions (Kalam et al., 2023). At the same time, rational appeals remain important. Many consumers pay attention to price, product features, and value for money that a product offers (Xu et al., 2020; Sharma et al., 2021). Although Fast-Moving Consumer Goods (FMCG) brands run varied campaigns, little research has compared the impact of emotional and rational appeals in this context.

Consumer behaviour in the FMCG sector is often routine-based. Many purchases are repeated and made with limited deliberation. Advertising therefore helps reinforce familiar choices rather than initiate extensive evaluation (Hoyer, 1984; Ehrenberg et al., 2002). Emotional appeals may support this process through feelings of trust or comfort, while rational appeals may become more relevant when consumers face price changes or product switching decisions (Solomon et al., 2009). This suggests that advertising appeals do not operate in isolation but interact with buying situations.

Competitive pressure further increases the importance of advertising appeal selection. FMCG markets are typically crowded, with brands offering similar features and quality levels. Under such conditions, advertising messages often serve as a key source of differentiation (Kotler & Keller, 2016). Emotional appeals may help brands stand out and build symbolic meaning. Rational

appeals, however, may help justify choice when consumers compare alternatives based on value or utility (Belch & Belch, 2020). Both approaches appear necessary, though their roles may differ.

Consequently, understanding these dynamics is important for marketing practice. Evidence suggests that aligning advertising appeals with consumer expectations can improve campaign effectiveness and resource use (Keller, 2016; Armstrong et al., 2021). In the Ghanaian FMCG context, understanding the influence of these advertising strategies may help marketers design campaigns that better align with consumer preferences and purchasing behaviour. Such insight is valuable for improving marketing effectiveness, even if some uncertainties remain regarding how different appeals perform across consumer segments and media platforms.

## **1.2 STATEMENT OF THE PROBLEM**

Advertising in Ghana significantly shapes consumer perceptions and purchase behaviour (Bamfo et al., 2019; Boateng, 2019). However, little is known about how consumers distinguish between emotional and rational appeals in FMCG marketing. Studies conducted among Ghanaian consumers suggest that advertising influences buying decisions, but evidence on the relative effectiveness of emotional versus rational appeals remains scarce (Adam, 2017; Asiedu, 2017; Selina et al., 2025). While emotional advertising is thought to engage consumers affectively, rational advertising provides product information intended to appeal to reasoning processes (Tenya et al., 2024; Amoah & Afua, 2024). However, research in Ghana has largely examined advertising as a general factor influencing consumer behaviour, without isolating the impact of specific appeal types (Mensah, 2019; Ahene Djan & Vida, 2021).

Furthermore, although international studies suggest that emotional appeals can enhance recall and create stronger brand attachment, rational appeals often drive more deliberate purchase decisions

(Sadeghi et al., 2015; Grigaliunaite & Pilelienė, 2016), there is limited Ghanaian evidence exploring how these mechanisms operate in local FMCG markets. Studies in Ghana indicate that advertising appeals influence consumer attitudes and purchase intentions. However, these works do not differentiate between emotional and rational appeals, leaving a gap in understanding the precise pathways through which advertisements affect consumer choices (Amoah & Afua, 2024; Selina et al., 2025; Asiedu, 2017).

In addition, age appears to be a relevant factor in how consumers respond to advertisements. Younger Ghanaian consumers have been shown to be more influenced by social media content, visual appeal, and perceived credibility of advertisements, whereas older consumers demonstrate more deliberate processing of product information (Tenya et al., 2024; Adam, 2017; Mensah, 2019). However, the extent to which age moderates' responses to emotional versus rational advertising appeals in FMCG purchasing remains underexplored. Particularly, in the Ghanaian context. This lack of clarity limits the ability of firms to tailor advertising strategies to different demographic segments effectively.

This study addresses these challenges by comparing emotional and rational appeals among Ghanaian consumers and exploring age-related differences. The findings aim to provide practical insights for designing more effective advertising strategies across the market.

### **1.3 RESEARCH QUESTION AND OBJECTIVES OF THE STUDY**

The aim of the study is to conduct a comparative analysis of emotional versus rational appeals and their influence on consumer buying decisions within the FMCG sector in Ghana. The overarching research question the study seeks to address is “*how do emotional and rational advertising appeals*

*shape FMCG consumer perceptions and purchasing decisions in Ghana, and in what ways do age differences influence these responses?”* The specific objectives are:

1. To examine consumer perceptions of emotional and rational advertising for FMCGs.
2. To investigate consumers' perceptions of how emotional and rational advertising appeals influence FMCG purchase decisions.
3. To explore how age affect consumers’ responses to emotional and rational advertising appeals in FMCG purchasing decisions.

#### **1.4 DELIMITATIONS OF THE STUDY**

This study focuses on the FMCG sector in Ghana. The country was chosen because it represents a large and diverse consumer market, where people are exposed to advertising across many platforms. Only consumers aged 18 years and above were included, as they make up the majority of active FMCG purchasers. Age was the only demographic factor examined, given its recognised role in shaping how advertising appeals are perceived and processed. Other variables, such as gender, income, and education, were not considered, in order to keep the study focused and manageable. Data were collected using structured questionnaires, which provided standardised and quantifiable responses suitable for statistical analysis. This approach was preferred over qualitative methods to maintain clarity and consistency. These boundaries helped ensure the study remained practical while still addressing the key research questions.

#### **1.5 SIGNIFICANCE OF THE STUDY**

This study is significant because it examines how emotional and rational advertising appeals influence consumer perceptions and purchase decisions in Ghana’s FMCG sector. Focusing on age as the only demographic variable allows a closer investigation of whether younger and older consumers respond differently to these advertising appeals. This focus addresses a clear gap in

local literature, where age-specific differences in advertising response are rarely explored. The findings may provide insight into which types of advertising appeals are more effective for different age groups and highlight patterns that were previously underexamined in Ghana. The research also contributes theoretically by enhancing understanding of how emotional and rational advertising appeals function in the Ghanaian FMCG context. Evidence from other countries may not fully reflect the socio-cultural and economic realities of Ghana. Investigating these dynamics locally can clarify the mechanisms through which advertising shapes consumer perception and intention.

The study thus provides a framework for considering age-related differences in consumer response, which remains largely unexplored in West African marketing research. Practically, the study offers guidance for marketers and advertising agencies seeking to develop age-sensitive strategies. While it does not cover other variables such as brand loyalty or media exposure, focusing on age and advertising type ensures a manageable and coherent research scope. The findings can inform campaign design and provide a foundation for future research on additional demographic or behavioural factors.

## **1.6 ORGANIZATION OF THE STUDY**

The study is structured into five chapters. Chapter one introduces the research, presenting the background, problem statement, research objectives, research questions, and the significance of the study. Chapter two reviews existing literature on the study area. It highlights the gaps the study seeks to address within the Ghanaian FMCG context. Chapter three details the research methodology. This includes the research design, sampling techniques, data collection tools, ethical considerations, and data analysis. Chapter four presents and analyses the study results, discusses the results in relation with the research questions. Chapter five summarises the main findings and

draws the key conclusions of the study. It also provides practical recommendations for marketers, FMCG companies, and future researchers seeking to enhance advertising effectiveness in Ghana.

## **1.7 CHAPTER SUMMARY**

This Chapter introduces the study by exploring how emotional and rational advertising appeals influence FMCG purchasing decisions in Ghana. It situates the research within the broader history of advertising and current market trends. The chapter points out the limited evidence available in Ghana and explains why the study focuses on consumer perceptions, the effects of both types of appeal, and the influence of age. The significance of the study is highlighted for marketers seeking insights that are context-specific. Limitations related to the use of questionnaires and the focus on Ghana are also acknowledged. The chapter outlines the main delimitations, including the restriction to FMCGs and the consideration of age as the only demographic factor. These boundaries are noted as helping to keep the research practical and manageable. Also, an overview of the subsequent chapters is provided to guide the reader through the structure of the study.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 INTRODUCTION**

This chapter reviews relevant literature on emotional and rational advertising appeals and consumer purchasing decisions. It explores concepts, and theoretical frameworks on advertising appeals and consumer behaviour. The chapter also reviews empirical studies from various contexts on the comparative effectiveness of emotional versus rational appeals and the role of age in shaping consumer preferences. Through this review, gaps in the existing research, especially in relation to the FMCG sector in Ghana, are identified to guide the direction of this current study.

#### **2.1 THEORETICAL REVIEW**

##### **2.1.1 Elaboration Likelihood Model**

The study is anchored in the Elaboration Likelihood Model of persuasion. Petty and Cacioppo (1986) developed the model to explain how individuals process persuasive messages through two main routes, namely the central and peripheral routes. The central route involves careful and effortful evaluation of message arguments, while the peripheral route relies on cues such as emotions, imagery, or source attractiveness. This framework is widely applied in advertising research because it explains why consumers respond differently to emotional and rational appeals under varying levels of motivation and ability (Petty et al., 2009; Haugtvedt et al., 2018). Within FMCG contexts, where purchase decisions are often low involvement, the model offers a useful lens for examining how persuasion operates beyond purely informational content.

Emotional advertising appeals are commonly associated with the peripheral route of processing. These appeals seek to influence attitudes through affective responses rather than detailed cognitive evaluation. Prior studies show that emotional cues can enhance attention, recall, and attitude

formation, particularly when consumers are unwilling or unable to process complex information (Williams & Drolet, 2005; Poels & Dewitte, 2019). Age has also been shown to shape emotional processing in advertising. Older consumers often prioritise emotionally meaningful information, while younger consumers may respond to emotional stimulation and imagery (Carstensen et al., 2011; Rahman & Prial, 2019). Similar patterns have been observed in consumer goods advertising, where emotional appeals drive brand liking and spontaneous purchase intentions (Zniva & Weitzl, 2016; Khuong & Tran, 2015).

Rational advertising appeals align more closely with the central route of the Elaboration Likelihood Model. These appeals emphasise functional attributes such as quality, price, and product performance. When consumers are motivated and able to process information, rational arguments tend to exert stronger influence on attitudes and purchase intentions (McKay-Nesbitt et al., 2011; Keshari & Jain, 2016). Age-related differences have also been observed, with younger and middle-aged consumers often showing greater engagement with informational content when evaluating products (Drolet et al., 2019; Yoon et al., 2009).

The Elaboration Likelihood Model is relevant to this study because it explains how consumers process advertising messages through different cognitive routes. The model distinguishes between responses driven by careful evaluation of message content and those shaped by surface cues such as emotions or symbols. This distinction aligns closely with the study's focus on rational and emotional advertising appeals. It also provides a useful lens for examining whether age influences how consumers interpret and respond to advertising messages in the FMCG context.

## **2.2 CONCEPTUAL REVIEW**

### **2.2.1 Emotional Advertising Appeal**

Emotional advertising refers to the strategic deployment of emotional appeals to influence consumer attitudes and behaviours by eliciting affective responses. According to Vrtana (2023) and Otamendi et al. (2020), emotional advertising appeals are designed to capture attention, stimulate emotional engagement, and foster strong associations between brands and consumers' internal feelings. Emotional appeals in advertising are typically categorised by their valence into positive and negative emotions. Positive emotional appeals aim to elicit joy, excitement, or contentment, fostering favourable evaluations and stronger brand attachment, whereas negative emotional appeals, such as fear, guilt, sadness, or anger, are used to motivate corrective or precautionary behaviours, often stimulating attention and engagement through tension or discomfort (Dens & De Pelsmacker, 2010; Grigaliunaite & Pileliene, 2016; Deborah & Nicole, 2009). These emphasise that emotional advertising does not merely inform consumers but actively shapes perceptions, attitudes, and behavioural intentions through affective channels.

Negative emotional appeals operate by activating specific psychological responses in consumers. Fear appeals, for example, highlight risks or threats, prompting protective or preventive actions, such as adopting healthier lifestyles or safer behaviours (Krishen & Bui, 2015; Giachino et al., 2017). Guilt appeals arise when an advertisement signals a violation of personal or social norms, encouraging compliance or prosocial actions, such as donations or behavioural adjustments (Durkin et al., 2012; Lwin & Phau, 2014). Sadness appeals foster empathy and emotional immersion, often enhancing engagement with social or commercial messages, whereas anger appeals provoke motivation to restore control or challenge perceived injustices, thereby influencing attitudes and intentions toward the brand (Bocci Benucci & Di Gesto, 2025; Ilakkuvan

et al., 2017). These mechanisms show that negative emotional appeals, when carefully designed, can effectively guide consumer decisions and behaviours.

The theoretical basis for understanding emotional advertising is well established. The Elaboration Likelihood Model (ELM) explains that emotional appeals typically activate the peripheral route of information processing, where consumers rely on affective cues and heuristic associations rather than detailed product evaluation (Petty et al., 1997; Pallak, 1983). Emotional advertising effectively shapes consumer attitudes and behaviours, with both positive and negative appeals influencing engagement and purchase decisions. Understanding these mechanisms can help marketers design more targeted and persuasive campaigns.

### **2.2.2 Rational Advertising Appeal**

Rational advertising refers to the strategic use of logical and informational appeals to influence consumer attitudes and behaviours. According to Arora and Jain (2021) and Khan (2020), rational advertising appeals aim to present facts, features, and benefits of products or services to support informed decision-making. Such appeals often focus on price, quality, performance, reliability, or efficiency. They are particularly relevant for high-involvement products, where consumers are motivated to carefully evaluate information before making choices (Belch & Belch, 2020; Nicolini et al., 2017). Rational appeals do not rely on emotion but instead emphasise cognition, encouraging consumers to reason and assess evidence. This suggests that rational advertising appeals can create more stable and enduring attitudes compared with purely affective approaches (Chen, 2025; Liu & Knight, 2023).

Some limitations remain, however, especially when consumers face information overload or limited attention spans, which may reduce the effectiveness of rational messaging (Jang et al.,

2014; Grigaliunaite & Pileliene, 2016). Rational advertising can take several forms, including factual, demonstration, slice-of-life, and comparative appeals (Nadube, 2021; Fill, 2006). Factual appeals present clear information, helping consumers make informed choices. Demonstration appeals show a product in action, highlighting its practical benefits and effectiveness. Slice-of-life appeals depict everyday situations where the product solves a problem, making the message more relatable (Belch & Belch, 2007; Ouwersloot & Duncan, 2008).

Comparative appeals position the brand against competitors, highlighting superior features to guide rational comparisons (Sadeghi et al., 2015; Wells et al., 2006). The Elaboration Likelihood Model (ELM) provides a theoretical foundation for understanding rational appeals. According to the ELM, these appeals engage the central route of information processing, where consumers carefully scrutinise arguments, evaluate evidence, and form reasoned attitudes (Petty & Cacioppo, 1986; Zourrig & El Hedhli, 2023). When executed effectively, rational appeals can enhance comprehension, influence purchase decisions, and strengthen brand credibility, although contextual factors such as product type, audience involvement, and media format may affect outcomes.

### **2.2.3 How Advertising Appeals Influence Consumer Processing (Link it to ELM)**

Advertising is a key tool in shaping consumer behaviour. Companies invest heavily in campaigns to attract attention, influence attitudes, and increase purchase intentions (Sun et al., 2021). Large firms demonstrate this clearly; for instance, McDonald's spent \$4090 million and Taco Bell \$3340 million on advertising in 2021 (Statista, 2022). Such spending highlights the need to understand what drives consumer responses. Visual complexity, product-model distance, anthropomorphism, and appeal type all matter (Han et al., 2019; Hyun et al., 2011; Wu et al., 2016).

Advertising appeals communicate what is emphasised in a message. They are often divided into self-benefiting and other-benefiting. Self-benefiting appeals stress personal gains, while other-benefiting appeals highlight societal or environmental benefits (Debono & Packer, 1991; Green & Peloza, 2014). For example, Midea promotes environmental protection in its advertisements, reflecting other-benefiting appeals. Philips emphasises personal gains in slogans like “Innovation for you,” illustrating self-benefiting appeals. Research has produced mixed findings. While some studies suggest other-benefiting appeals are more effective for increasing purchase intention, while others find self-benefiting appeals work better for certain consumer groups (Choi & Lee, 2020; Pittman, 2020).

Advertising appeals can also be understood through rational and emotional lenses. Rational appeals focus on functional product attributes such as quality, price, or performance. Consumers engage more with rational appeals when motivated to evaluate arguments carefully (McKay-Nesbitt et al., 2011; Keshari & Jain, 2016). Emotional appeals, in contrast, evoke affective responses, such as happiness or pride, and aim to influence consumers indirectly. Emotional appeals often rely on imagery, stories, or cues that trigger feelings rather than deliberate analysis (Williams & Drolet, 2005; Poels & Dewitte, 2019). These approaches are not mutually exclusive, and many campaigns combine elements of both.

The Elaboration Likelihood Model (ELM) explains why consumers respond differently to rational and emotional appeals. The central route involves careful consideration of message content, often linked to rational appeals. The peripheral route relies on cues like emotion, imagery, or source credibility, which aligns with emotional appeals (Petty & Cacioppo, 1986; Petty et al., 2009). Consumers with high motivation and ability tend to process messages centrally, focusing on

product quality or performance. Those with low motivation or limited attention rely more on peripheral cues, such as emotional appeal or brand attractiveness (Haugtvedt et al., 2018).

Individual characteristics also shape processing. Age, cultural orientation, and perceived power influence how consumers respond to different appeals (Torelli & Shavitt, 2010; Jiang et al., 2020). For instance, younger consumers may react more strongly to emotional or visually stimulating content, whereas older consumers often prefer factual, information-rich messages (Carstensen et al., 2011; Rahman et al., 2019). Culturally-derived power adds another layer. Individuals with personalised power favour self-benefiting and rational appeals, while those with socialised power respond more to other-benefiting and emotional appeals (Rucker et al., 2011; Green & Peloza, 2014; Wu et al., 2017).

Context also matters. Consumption situations, such as whether a product is bought publicly or privately, can moderate appeal effectiveness. Self-benefiting appeals may perform better in public situations for those with personalised power, while other-benefiting appeals could work best in private or socially oriented contexts (Dai & Sheng, 2022). These insights suggest advertisers should not adopt a “one-size-fits-all” approach. Appeal type, consumer traits, and situational factors should be considered together to improve campaign effectiveness.

Further, uncertainties remain. Consumer behaviour is complex and influenced by prior brand knowledge, peer influence, or environmental cues (Hosseini et al., 2016; Khare, 2023). While rational and emotional appeals provide a useful framework, marketers need to remain aware of these other factors. This reflection encourages a nuanced, context-aware approach to advertising design that recognises opportunities and potential limitations.

## **2.3 EMPIRICAL REVIEW**

### **2.3.1 Consumer Perceptions of Emotional and Rational Advertising for FMCGs**

Numerous studies have investigated how consumers perceive emotional and rational advertising, although most did not employ paired-samples comparisons to assess both appeal types within the same participants. Lee and Heere (2018), for instance, used a 2 (emotion) × 2 (cognition) factorial experimental design with 324 university students in the United States. Their ANCOVA results indicated that emotional appeals produced significantly higher attitudes toward the ad, stronger brand attitudes, increased purchase intention, and greater merchandise consumption compared to rational or combined messages. Bouvard (2018), through secondary data from the IPA Databank by Binet and Field (2013), found that emotional campaigns outperformed rational ones in long-term brand outcomes such as loyalty and pricing power, although rational appeals were more effective for short-term sales. Despite these insights, both studies primarily focus on sports or general brands, leaving FMCG contexts largely unexplored.

Other quantitative studies have extended understanding of consumer perception across product types. Kim et al. (2020) applied Partial Least Squares Structural Equation Modelling (PLS-SEM) and PLS-POS analysis on 230 valid responses to examine how emotional and rational appeals influence perceived value, trust, satisfaction, and word-of-mouth. Latent class segmentation revealed three consumer types: rational, emotional, and utilitarian. Akbari (2015), using a quasi-experimental design with 160 undergraduate students in Iran, examined product involvement effects (low vs. high) on sunscreen and laptop ads using ANOVA, t-tests, and regression. Emotional appeals were more persuasive for low-involvement products, whereas rational appeals were stronger for high-involvement items. While these studies contribute to understanding

consumer segmentation and product effects, they do not provide direct comparisons in FMCG contexts or consider age-related variations in perception.

Further research highlights the methodological gap in paired comparisons of appeal perception. Devi (2021), using convenience sampling with 303 respondents in Himachal Pradesh, applied exploratory factor analysis and regression to identify emotions such as arousal, affection, and prestige as predictors of FMCG consumer behaviour. Matusšínská and Zapletalová (2021) combined survey and secondary data from 1,100 respondents in the Czech Republic, employing the Foote-Cone-Belding (FCB) model to evaluate emotional and rational decision-making during the pandemic. Sadeghi et al. (2015), with 390 Tehran university students, applied SEM and concluded that rational appeals had stronger effects on brand attitudes, while emotional appeals were less significant. These findings demonstrate variability in perception across products and regions. However, despite the extensive literature, few studies systematically compare emotional and rational advertising perceptions using paired or related-sample designs. Existing studies often rely on descriptive statistics, regression analyses, or factorial experiments, which do not allow researchers to assess the within-participant differences in perception. Incorporating paired comparisons would provide a more nuanced understanding of whether consumers tend to perceive one appeal more favourably than the other and the degree to which the two perceptions are correlated. Such an approach could uncover complementary patterns that single-group studies might overlook.

This study addresses these gaps by proposing a paired-samples analysis to investigate perceptions of emotional and rational appeals among FMCG consumers in Ghana. The approach will measure mean differences, correlation, and effect size between the two appeal types within the same participants. The findings are expected to provide empirical evidence for marketers on which

appeal type may be slightly preferred and highlight whether integrated messaging could enhance consumer engagement.

### **2.3.2 Influence of Emotional and Rational Advertising Appeals on Consumer Purchasing Decisions**

The effect of advertising appeals on purchasing behaviour has been widely examined, yet many studies rely on experimental or survey designs without paired-sample approaches. Petty and Cacioppo (1986) highlighted that emotional appeals trigger affective responses, whereas rational appeals provide evaluative information supporting decision-making. Agyemang and Osei (2019) demonstrated similar effects in Ghanaian retail consumers using structured surveys, though without within-subject comparisons. Belch and Belch (2020) reinforced that emotional appeals strengthen engagement and loyalty, whereas rational appeals influence deliberate purchase considerations. While these studies provide foundational insights, they often focus on high-involvement products or homogeneous populations, leaving the influence on FMCG purchasing in Sub-Saharan Africa largely untested.

Quantitative research further clarifies appeal influence. Kim et al. (2020) revealed that different consumer segments respond distinctly to emotional and rational messages, with implications for trust, value perception, and word-of-mouth. Akbari (2015) demonstrated that product involvement moderates appeal effectiveness: low-involvement items were more responsive to emotional appeals, while high-involvement items favoured rational appeals. Skupin (2017) employed a 2×2×2 experimental design with 263 German participants aged 18–28 to test rational and emotional messages in technical product ads. ANOVA results showed rational appeals were often more credible and persuasive. Lee et al. (2023), using SmartPLS4, showed that emotional states mediated impulsive buying during digital seller interactions, illustrating the complex interplay

between cognitive and affective processing. Collectively, these studies confirm that emotional and rational appeals exert measurable influence on purchasing, though within-subject FMCG comparisons remain scarce.

Content and experimental analyses provide additional evidence. Devi (2021) identified arousal, affection, and prestige as predictors of FMCG purchases, while Abdullah et al. (2025) demonstrated in a sensory experiment that rational sustainability appeals elicited more positive emotional responses than emotional appeals. Matušínková and Zapletalová (2021) found that rational and emotional appeals influenced decision-making differently in a pandemic context, while Sadeghi et al. (2015) showed rational appeals had stronger effects on brand attitudes. Casais and Pereira (2021) and Albers and Royme (1999) revealed contextual and cultural factors influence appeal effectiveness. Despite the existing literature, many studies fail to compare the relative influence of emotional and rational appeals on purchasing behaviour within the same individuals. Descriptive or regression-based approaches often identify general trends, but they do not show whether one appeal is significantly more influential than the other for a given participant.

Paired-samples analysis can provide such insights by assessing mean differences, correlations, and effect sizes, offering clearer evidence of how each appeal drives purchase decisions. This study will apply paired-samples analysis to examine how emotional and rational appeals influence FMCG purchasing behaviour in Ghana. The research will assess whether rational appeals, emotional appeals, or both have a stronger impact on buying decisions, and quantify the strength of these effects using Cohen's  $d$  and Hedges'  $g$ . The evidence will provide practical guidance for marketers on crafting campaigns that balance cognitive and affective messaging for maximum purchase influence.

### **2.3.3 Effect of Age on Consumers' Responses to Emotional and Rational Advertising Appeals in FMCG Purchasing Decisions**

Age influences how consumers perceive and respond to advertising, although many studies rely on small or homogeneous samples. Rahman and Pial (2019) surveyed 82 Bangladeshi consumers using t-tests and found that participants under 30 were more responsive to emotional appeals, suggesting younger adults are influenced more by affective messaging. In contrast, McKay Nesbitt et al. (2011) conducted an experimental study comparing younger and older adults and observed that younger participants engaged more analytically, favouring rational appeals, while older adults preferred emotionally meaningful content. Similarly, Zniva and Weitzl (2016) analysed European online shoppers and reported that age significantly moderated engagement with advertising, with older shoppers responding more to emotional cues. These studies, however, generally did not use paired-sample designs, limiting insight into within-subject variations in advertising perception and purchase behaviour.

Research on children further illustrates age-related differences. Tanveer and Arif (2012) employed questionnaires with 130 children aged 7–15 to study the impact of cartoon endorsements on food purchases. They found children of all ages were more likely to buy cartoon-endorsed products, with no significant gender differences. North and Kotze (2001) surveyed 250 secondary school children using Likert scales and concluded that television advertising offers opportunities for parental guidance while strongly influencing adolescents' consumption awareness. Chan (2001) surveyed 448 children aged 5–12 using chi-square analysis and reported that most children perceived television advertising content as truthful, demonstrating how younger audiences interpret advertising with limited scepticism. These findings contrast with adult populations, highlighting developmental variations in processing and susceptibility.

Keshari and Jain (2016) collected data from 348 respondents in Indore and Ujjain, using self-designed questionnaires and applied paired-sample t-tests and MANOVA to compare responses to emotional and rational appeals across age groups. Although these studies have examined age and advertising responses, evidence from Ghana remains limited. Moreover, existing research often does not differentiate how age influences responses to emotional versus rational appeals. This study aims to fill that gap by systematically analysing age-related differences in consumer responses within Ghana's FMCG sector. The findings will offer locally relevant insights for age-targeted marketing strategies.

## **2.4 CHAPTER SUMMARY**

This chapter reviewed literature on emotional and rational advertising appeals and their effects on consumer behaviour. Grounded in the Elaboration Likelihood Model, the chapter shows that rational appeals engage the central route through careful evaluation of product features, while emotional appeals operate via the peripheral route using affective cues. Emotional appeals can be positive, eliciting joy, or negative, prompting protective actions, whereas rational appeals emphasise facts, demonstrations, and comparisons to support informed decisions. Evidence indicates that emotional appeals enhance engagement, brand attitudes, and loyalty for low-involvement FMCG products, while rational appeals are more persuasive for high-involvement or short-term purchases. Age further moderates responses, with younger consumers more influenced by emotional content and older consumers by meaningful or informational messages. Additionally, this review shows that both appeals have been studied extensively; however, research directly comparing the two, particularly within the Ghanaian FMCG context, remains scarce, highlighting the need for paired-samples analysis to guide targeted marketing strategies.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 INTRODUCTION**

This chapter presents the methodological framework used to conduct the study. It provides a clear and structured approach to examining the influence of emotional and rational advertising appeals on Ghanaian FMCG consumers. The study follows a systematic process, from stating its paradigmatic position, choosing the research design and approach to defining the population and sampling technique, ensuring the reliability and validity of the research instrument and collecting and analysing data. Ethical considerations are also addressed to maintain integrity in data handling and participant engagement.

#### **3.1 RESEARCH PARADIGM**

A research paradigm is the philosophical framework that guides how researchers understand reality, construct knowledge, and select methods (Kivunja & Kuyini, 2017; Alharahsheh & Pius, 2020), helping determine the most appropriate approach for a study. This research adopted the positivist paradigm. This paradigm views social phenomena as objective, observable, and measurable (Saunders & Lewis, 2012). This approach enabled the collection of numerical data on consumer responses to emotional and rational advertising appeals in Ghana's FMCG sector. This allows statistical analysis to test relationships, identify patterns, and draw conclusions generalisable to a broader population (Creswell & Creswell, 2018; Saunders et al., 2019). By focusing on measurable variables and empirical evidence, the study provides rigorous, objective insights that can inform advertising strategies and decision-making.

#### **3.2 RESEARCH DESIGN**

According to Saunders and Lewis (2012), research design may be exploratory, descriptive, or explanatory. This study adopts a combined descriptive and explanatory design to investigate how

emotional and rational advertising appeals influence consumer behaviour in Ghana's FMCG sector. Descriptive studies are particularly useful for mapping social conditions and generating data that inform explanatory analysis (Babbie, 2021) while explanatory designs are useful for clarifying relationships between variables (Saunders et al.,2019). The descriptive analysis summarised respondents' characteristics and perceptions of emotional and rational appeals, while the explanatory analysis tested differences and relationships between these appeals to explain patterns in consumer responses.

This approach makes it possible to capture both the prevailing patterns of advertising strategies and the causal relationship between the appeals and consumer behaviour. It also allows for the analysis of how demographic factors interact with advertising responses, providing a fuller understanding of the study variables. By integrating descriptive and explanatory designs, the study addresses both the "what" and the "why" of the research questions (Creswell & Creswell, 2018; Field, 2018). This approach ensures more reliable insights into the effectiveness of advertising appeals within the context of Ghana's FMCG market.

### **3.3 RESEARCH APPROACH**

According to Saunders, Lewis, and Thornhill (2019), research approaches may be quantitative, qualitative, or mixed methods. This study employed a quantitative approach to examine how emotional and rational advertising appeals shape FMCG consumers' perceptions and, to some extent, purchasing intentions in Ghana, while also exploring how age differences may influence these responses. Quantitative research allows for the collection of numerical data and the use of statistical tests to measure relationships between variables (Creswell & Creswell, 2018). This approach is appropriate because it makes it possible to test hypotheses, measure consumer responses in clear terms, and generate findings that can be generalised to a wider population

(Kivunja & Kuyini, 2017; Hair et al., 2015). Unlike qualitative methods, which focus on subjective meanings (Eriksson & Kovalainen, 2015), the quantitative approach provides objective results that are reliable and suitable for large datasets (Field, 2018) as is the case with this study.

### **3.4 RESEARCH STRATEGY**

The study employed a quantitative cross-sectional survey to collect data from FMCG consumers in Ghana. This method involves administering a survey at a single point in time (Bryman, 2016; Creswell, 2014), which enables the capture of current consumer perceptions and responses to emotional and rational advertising appeals. The approach is appropriate for comparing responses to different advertising strategies and assessing variations across age groups. This allows for structured measurement of attitudes and self-reported behaviours (Saunders et al., 2019). Using a cross-sectional survey aligns with the quantitative strategy, producing numerical data suitable for statistical analysis, including correlation and paired-samples tests. This method is therefore well-suited to the study's objectives, providing timely insights into consumer perceptions and supporting rigorous explanatory analysis of the influence of advertising appeals on purchasing behaviour.

### **3.5 POPULATION AND SAMPLING**

#### **3.5.1 Population**

In research, the population refers to the complete group of individuals, objects, or events that a study aims to investigate. It provides the source from which a sample is drawn, and a well-defined population ensures that findings are valid and generalisable (Creswell, 2014; Bryman, 2012). For this study, the target population consists of consumers of Fast-Moving Consumer Goods (FMCG) in Ghana. The FMCG sector was selected because it represents one of the largest and most competitive industries in the country, with products that form part of consumers' daily lives,

including food, beverages, toiletries, and household items. The estimated population of FMCG consumers in Ghana is approximately 15 million (Ghana Statistical Service [GSS], 2023). This reflects adults who regularly purchase these products across urban and rural areas.

### **3.5.2 Sample Strategy**

Sampling is the process of selecting a subset of a population to represent the whole, particularly when studying the entire population is impractical due to constraints of time, resources, and accessibility (Dillman et al., 2014). In quantitative research, determining an appropriate sample size is critical to ensure validity, reliability, and generalisability of findings (Creswell & Creswell, 2018). Sampling is also less costly than studying an entire population, especially when the group is very large or effectively infinite (Bryman, 2012).

A target sample of 200 respondents was considered appropriate for this study. This size was widely recognised in survey-based research as sufficient for obtaining reliable and valid results while remaining manageable in terms of data collection and analysis (Hair et al., 2021; Sekaran & Bougie, 2019). Bell et al. (2019) noted that larger sample sizes tend to produce findings that are more representative. Therefore, the researchers collected data from more than 200 respondents wherever possible to enhance the accuracy and representativeness of the findings (Chen & Mao, 2023). A sample of this size allowed the use of inferential statistical techniques, such as t-tests, ANOVA, and correlation analysis, with adequate statistical power to detect meaningful relationships between variables and generalise findings to the larger FMCG consumer population in Ghana.

Convenience sampling, a non-probability technique, was employed to select respondents based on their availability and willingness to participate (Etikan et al., 2016). This approach facilitated efficient access to consumers actively purchasing FMCG products and exposed to advertising

campaigns. While convenience sampling may have introduced some selection bias, it was considered appropriate for descriptive and explanatory studies aiming to generate timely and practical insights into consumer perceptions and behaviour (Palinkas et al., 2015).

### **3.6 DATA COLLECTION**

#### **3.6.1 Data Collection Instrument**

Ghuri et al. (2020) describe data collection instruments as tools used to obtain information that addresses research objectives. Primary data collection instruments include questionnaires, interviews, observations, focus group discussions, and survey checklists. This study employed a structured questionnaire to investigate how emotional and rational advertising appeals influence consumer buying behaviour in Ghana's FMCG sector. Structured questionnaires are effective for collecting standardised responses, ensuring comparability, reliability, and efficiency in survey research (Brace, 2018; Saunders et al., 2019). The questionnaire included sections on demographic characteristics such as age and gender, as well as items focused on consumer exposure to advertising appeals, perceptions, and purchase decisions. The questions were closed-ended, using a five-point Likert scale to capture respondents' attitudes and agreement levels. The instrument was designed from relevant literature, refined through a pilot test, and supervisor scrutiny and its internal consistency assessed using Cronbach's alpha.

#### **3.6.2 Data Collection Procedure**

Primary data were collected exclusively through a structured online questionnaire developed using Google Forms. The use of an online platform was considered appropriate, as it allowed for wider reach, convenience, and cost efficiency. Participants were briefed on the purpose of the study, assured of confidentiality, and informed that their responses would be used strictly for academic purposes. Consent was implied through voluntary completion of the questionnaire. The Google

Form was designed to prevent multiple submissions from the same respondent and to ensure completeness of responses before submission. This approach ensured systematic, ethical, and efficient data collection consistent with the study's objectives of examining consumer behaviour in the FMCG sector. The data collection process lasted about one month, from mid-October to mid-November after which a total of 221 responses were retrieved.

### **3.7 DATA ANALYSIS**

Data collected from the structured questionnaires were processed and analysed using IBM SPSS version 27.0. This software allowed effective handling of numerical data and the application of descriptive and inferential statistics suitable for the study's objectives.

Descriptive statistics, including frequencies and percentages were calculated to summarise participants' demographic characteristics. For the first objective, which examined consumer perceptions of emotional and rational advertising for FMCGs, paired-samples t-tests were conducted. This method compared responses to emotional versus rational appeals among the same participants, allowing subtle within-participant differences to be captured.

The second objective focused on how advertising appeals influenced FMCG purchase decisions. This was also analysed using descriptive statistics and paired-samples t-tests, highlighting differences in how participants reported their intentions following exposure to different appeal types. While the third objective assessed how age affected responses to emotional and rational advertising appeals. Analysis of variance (ANOVA) was employed to compare mean differences across age groups, providing insight into whether age moderated the influence of advertising appeals on purchase decisions.

Reliability and normality of the data were examined to ensure valid results. Cronbach's alpha was applied to confirm the internal consistency of measurement scales, with a threshold of 0.70 indicating acceptable reliability (Hair et al., 2021). Results were presented in tables for clarity and interpretive discussion.

### **3.8 ETHICAL CONSIDERATIONS**

Ethical considerations were central to this study, as neglecting them could have undermined the validity, credibility, and trustworthiness of the research (Resnik, 2015; Bryman, 2016). Principles such as voluntary participation, and confidentiality were strictly observed. Respondents were fully informed about the study's purpose, their right to withdraw at any stage without penalty, and the assurance that their responses would remain anonymous. All data were securely stored, with access restricted to ensure privacy. Ethical standards of the institution (UniMAC) for graduate research were adhered to. In addition, no potential conflict of interest exists with respect to the study, and all external sources were properly referenced to maintain transparency and academic integrity.

### **3.9 CHAPTER SUMMARY**

This Chapter described the research methods used to study how emotional and rational advertising appeals influence FMCG consumers in Ghana. A positivist, quantitative approach was adopted, using a cross-sectional survey. The study targeted 221 consumers aged 18 and above, selected through convenience sampling. Data were collected via structured questionnaires and analysed using descriptive statistics, t-tests, regression, and ANOVA. Ethical principles were observed. This approach allowed the study to capture both consumer perceptions and the influence of advertising appeals on purchase behaviour. The methods were practical and efficient, suitable for the available time and resources. Some limitations remain, including potential sampling bias and reliance on self-reported data.



## CHAPTER FOUR

### DATA ANALYSIS AND DISCUSSION OF FINDINGS

#### 4.0 INTRODUCTION

This chapter analyses and discusses the findings on emotional and rational advertising appeals and their influence on FMCG consumer purchasing decisions in Ghana. The study gathered 221 responses from FMCG consumers across Ghana. The analysis addresses the study's three objectives: examining consumer perceptions of emotional and rational advertising, assessing their influence on purchasing decisions, and exploring variations in responses across age categories. It begins with analysis of demographics, followed by the analysis of the study results.

#### 4.1 DEMOGRAPHIC PROFILE OF RESPONDENTS

This section presents the demographic characteristics of the respondents, including gender, age, and other relevant factors. Analysing these attributes provides context for understanding consumer perceptions of emotional and rational advertising, as well as their influence on FMCG purchasing decisions. These characteristics help to interpret variations in responses and identify patterns across different consumer groups.

**Table 4.1: Demographics of the Respondent**

Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	93	42.1
	Female	128	57.9
Age Category	Young Adult	159	71.9
	Middle-Aged	62	28.1
Weekly Advertisement Exposure	Rarely	130	58.8
	Sometimes	45	20.4
	Often	46	20.8
Frequency of FMCG Purchases	Daily	66	29.9
	Weekly	70	31.7
	Monthly	85	38.5

Source: Field Survey, 2025.

The demographics of the respondents as indicated by table 4.1 Gender distribution shows that 57.9% of respondents were female, while 42.1% were male. This slight majority of females may reflect higher purchasing activity in fast-moving consumer goods, a trend commonly observed in consumer research (Kotler & Keller, 2016). In terms of advertisement exposure, most respondents reported rarely engaging with advertisements (58.8%). Smaller proportions indicated sometimes (20.4%) or often (20.8%) engaging with advertisements. This suggests that most consumers have moderate exposure to advertising, while a smaller group is highly exposed, which may influence how they respond to both emotional and rational marketing appeals (Belch & Belch, 2021).

For purchasing behaviour, 38.5% of respondents reported buying FMCG products monthly, 31.7% weekly, and 29.9% daily. This pattern aligns with common consumer behaviour in FMCG markets, where frequency is influenced by product type, household needs, and lifestyle (Ailawadi & Farris, 2017). Also, responses to advertising appeals showed that young adults scored slightly higher on emotional appeals (mean = 3.47) and rational appeals (mean = 3.60) than middle-aged consumers (mean = 3.31 and 3.49, respectively). However, statistical analysis revealed no significant difference between age groups. This suggests that both young and middle-aged consumers respond similarly to emotional and rational advertising, supporting previous studies that indicate age effects on appeal effectiveness are often subtle (Meyers-Levy & Loken, 2015).

#### **4.2 RELIABILITY AND NORMALITY ASSESSMENT**

Reliability and normality are important to ensure the quality and accuracy of statistical analysis (Hair et al., 2021; Nunnally, 1978; Field, 2018; Tabachnick & Fidell, 2019). In this study, reliability and normality were checked to confirm data suitability for analysis. The Kolmogorov-Smirnov tests indicate that all variables significantly deviate from normality ( $p < 0.05$ ), and the skewness and kurtosis values suggest significant asymmetry, particularly for the emotional

perception variable, indicating that the assumption of normality is violated. The reliability test showed that all constructs demonstrated acceptable internal consistency, with Cronbach’s Alpha values ranging from 0.765 to 0.871, exceeding the recommended threshold of 0.70. This confirms that the measurement items consistently capture the intended dimensions, supporting the robustness of the data (Tavakol & Dennick, 2011; Gliem & Gliem, 2003; Streiner, 2003).

Although the normality tests indicate significant deviations from a normal distribution, the paired-samples t-test remains appropriate due to several considerations. First, it is robust to normality violations when the sample size is moderately large, and with  $N = 221$ , the sampling distribution of the mean difference is expected to approximate normality in line with the Central Limit Theorem (Field, 2018; Gravetter & Wallnau, 2017). Second, the paired design inherently controls for inter-individual variability by comparing related observations within the same respondents, reducing error variance and increasing statistical power (Ghasemi & Zahediasl, 2012). On this basis, the paired t-test is still suitable for comparing emotional and rational appeal scores, as well as their influence, in this study.

**Table 4.2: Reliability and Normality Results**

Variable	Skewness	Kurtosis	Kolmogorov-Smirnov	Cronbach’s Alpha
Perception of Emotional Appeal (PEA)	-1.665	7.598	0.000	0.766
Perception of Rational Appeal (PRA)	-0.964	3.209	0.000	0.872
Effect of Emotional Appeal (EA)	-0.787	2.144	0.000	0.850
Effect of Rational Appeal (RA)	-0.854	2.349	0.000	0.812

Source: Field Survey, 2025.

### 4.3 CONSUMER PERCEPTIONS OF EMOTIONAL AND RATIONAL ADVERTISING FOR FMCG

The first research objective investigates consumer perceptions of emotional and rational advertising for fast-moving consumer goods in Ghana. Such perceptions are important, as they determine how advertising strategies influence consumer decision-making. Examining consumer attitudes toward these appeals allows the study to identify which approach is more effective in capturing attention, shaping preferences, and encouraging purchases. The analysis also provides insight into areas where marketers might refine messaging and engagement strategies to enhance consumer response. The findings related to this question are summarised below.

**Table 4.3: Descriptive Statistics and Correlation**

Variable	Mean (M)	Std. Deviation (SD)	N	Correlation (r)	Significance (p)
Emotional Appeal	3.715	0.633	221	0.703**	0.000
Rational Appeal	3.670	0.772	221	—	—

Source: Field Survey, 2025.

The correlation results per Table 4.3 indicate a strong positive relationship between perceptions of emotional and rational appeals ( $r = 0.703$ ,  $p < 0.01$ ). This suggests that participants who respond positively to emotional messaging also tend to perceive rational appeals favourably. The finding is consistent with empirical evidence suggesting that affective and cognitive evaluations often coexist and reinforce overall advertising receptivity (Ansah & Boateng, 2018; Twumasi & Asare, 2020). Additionally, the descriptive statistics show slightly higher mean scores for emotional appeal ( $M = 3.715$ ) compared to rational appeal ( $M = 3.670$ ), indicating a marginal preference for emotional content.

This aligns with studies demonstrating that emotional messages can capture immediate attention and engagement, whereas rational messages reinforce understanding and deliberation (Agyemang

& Osei, 2019; Kumi, 2021). The proximity of the means, however, suggests that both types of appeal are generally well-received, supporting the notion that effective communication often combines affective and cognitive elements (Owusu & Badu, 2020). Further, the strong correlation underscores that emotional and rational appeals are not mutually exclusive; their combined use can reinforce perception and influence behaviour. This reflects the theoretical perspective that persuasion is optimised when emotional and rational elements are integrated, thereby leveraging multiple processing routes to enhance engagement (Abubakar & Ofori, 2019; Darko, 2021).

**Table 4.4: Paired-Samples Test and Effect Size**

Test	Mean Difference	Std. Deviation	Std. Error	95% CI Lower	95% CI Upper	t	df	P (2-tailed)	Cohen's d	Hedges' g
Emotional – Rational Appeal	0.045	0.556	0.037	– 0.029	0.119	1.210	221	0.228	0.081	0.081

Source: Field Survey, 2025.

The paired-samples t-test as depicted by Table 4.4, indicates no significant difference between perceptions of emotional and rational appeals ( $t = 1.210$ ,  $df = 220$ ,  $p = 0.228$ ). The minimal mean difference (0.0453) and the confidence interval encompassing zero reinforce that the observed variation may be attributed to sampling variability. Effect sizes are very small (Cohen's  $d = 0.081$ , Hedges'  $g = 0.081$ ), suggesting negligible practical difference. This supports prior empirical observations that audiences may respond similarly to well-constructed emotional and rational messages, with context and prior attitudes influencing any observable distinctions (Ansah & Boateng, 2018; Twumasi & Asare, 2020).

These findings imply that emotional and rational appeals are complementary in shaping perception. The results are consistent with theoretical and empirical literature indicating that effective persuasive communication relies on both affective engagement and cognitive reasoning,

with neither component necessarily dominating (Agyemang & Osei, 2019; Kumi, 2021; Owusu & Badu, 2020). The evidence suggests that interventions or campaigns incorporating both strategies are likely to achieve broader and more balanced audience engagement.

#### 4.4 CONSUMERS’ PERCEPTIONS OF THE INFLUENCE OF EMOTIONAL AND RATIONAL ADVERTISING APPEALS ON FMCG PURCHASE DECISION

The second research objective examines how consumers perceive the influence of emotional and rational advertising appeals on FMCG purchase decisions. Understanding this influence is important because it shows how different advertising strategies may affect actual buying behaviour. Analysing these effects provides insights into which appeal is more effective in driving purchases and informs marketers on how to refine content to enhance consumer engagement and decision-making. The results are shown below.

**Table 4.5: Descriptive Statistics and Correlation**

Variable	Mean (M)	Std. Deviation (SD)	N	Correlation (r)	Significance (p)
Effect of Emotional Appeal	3.423	0.763	221	0.643**	0.000
Effect of Rational Appeal	3.575	0.724	221	—	—

Source: Field Survey, 2025.

The results in Table 4.5 show a moderate positive correlation between emotional and rational advertising appeals ( $r = 0.643$ ,  $p < 0.01$ ), indicating that consumers who respond positively to one type tend to respond favourably to the other. Descriptive statistics reveal that rational appeals had a slightly higher mean ( $M = 3.575$ ) than emotional appeals ( $M = 3.423$ ), suggesting a marginal preference for rational messaging. This finding supports the view that emotional and rational strategies often complement each other in influencing consumer decisions (Petty & Cacioppo,

1986; Agyemang & Osei, 2019), highlighting the importance of combining logical information with affective engagement in FMCG advertising.

**Table 4.6: Paired-Samples Test and Effect Size**

Test	Mean Difference	Std. Dev.	Std. Error	95% CI		t	df	p (2-tailed)	Cohen's d	Hedges' g
				Lower	Upper					
Emotional – Rational Appeal	-0.152	0.629	0.042	-0.235	-0.068	-3.528	221	0.000	0.629	0.630

Source: Field Survey, 2025.

The paired-samples t-test as illustrated by Table 4.6 shows the results of the effect of emotional and rational appeals on consumers purchasing decisions. It reveals a statistically significant mean difference between emotional and rational appeals ( $M = -0.152$ ,  $t(220) = -3.582$ ,  $p < 0.01$ ), with rational appeals scoring slightly higher. The effect size (Cohen's  $d = 0.629$ ; Hedges'  $g = 0.630$ ) indicates a moderate practical significance, suggesting that although the difference is not large, it is meaningful in influencing consumer purchasing behaviour. This finding supports previous research showing that rational appeals often dominate when consumers seek concrete information about product attributes, quality, and value, especially in the FMCG sector (Belch & Belch, 2020; Khan et al., 2016). The t-test results emphasise that marketers can strategically use rational messaging, particularly for price-sensitive or functionally oriented products in Ghana.

#### **4.5 INFLUENCE OF AGE ON CONSUMER RESPONSES TO EMOTIONAL AND RATIONAL ADVERTISING APPEALS IN FMCG PURCHASING DECISIONS**

The third research question examines how emotional and rational advertising appeals affect consumer purchasing decisions across different age groups in Ghana. Age may influence preferences, responses to marketing messages, and buying behaviour, making this analysis important. The study aims to identify which advertising strategies are most effective for specific age categories and to inform targeted marketing approaches. The findings are presented below.

**Table 4.7: Descriptive Statistics by Age Group**

Variable	Age Group	Mean	Std. Deviation	Std. Error	95% CI for Mean
Effect of Emotional Appeal	Young Adult	3.470	0.640	0.051	3.369 – 3.570
	Middle-Aged	3.310	1.025	0.136	3.038 – 3.582
Effect of Rational Appeal	Young Adult	3.604	0.655	0.052	3.501 – 3.706
	Middle-Aged	3.488	0.886	0.117	3.253 – 3.723

Source: Field Survey, 2025.

The descriptive statistics as indicated by Table 4.7 shows that young adults (n = 159) report slightly higher mean scores for both emotional appeal (M = 3.470, SD = 0.640) and rational appeal (M = 3.604, SD = 0.655) compared to middle-aged respondents (emotional: M = 3.310, SD = 1.025; rational: M = 3.488, SD = 0.886). The lower standard deviation among young adults suggests more consistent responses, whereas middle-aged participants demonstrate greater variability, especially in their reactions to emotional appeals. This pattern may reflect age-related differences in cognitive and affective processing: younger consumers tend to engage more analytically and may value logical, utilitarian messages, while older consumers' greater variability could stem from more complex emotional and motivational factors (McKay-Nesbitt et al., 2011).

Confidence interval comparisons further reinforce these subtleties: although young adults' 95% CIs for both emotional (3.369–3.570) and rational (3.501–3.706) appeals lie slightly above those of middle-aged respondents, there is considerable overlap. This suggests that, while there is a tendency for younger consumers to rate both appeals somewhat more positively, the age-group differences are not dramatic. Such modest differences align with research showing that age effects on persuasion are moderated by context; for instance, as people age, their goals and motivational states change, but not always in ways that lead to starkly different advertising preferences (Williams & Drolet, 2005).

Moreover, the fact that both age groups give reasonably high mean scores indicates that both emotional and rational appeals resonate broadly with consumers in this sample. This suggests that advertisers need not make overly rigid segmentation strictly by age, but can rather design integrated campaigns. The dual-route persuasion perspective argues that effective marketing often combines affective engagement with logical information, catering to both younger and older consumers simultaneously (Petty & Cacioppo, 1986; McKay-Nesbitt et al., 2011).

**Table 4.8: ANOVA and Robust Tests by Age Group**

Variable	Test	F / Statistic	df1	df2	Sig. (p-value)
Effect of Emotional Appeal	ANOVA	1.853	1	214	0.175
	Welch	1.214	1	72.256	0.274
	Brown-Forsythe	1.214	1	72.256	0.274
Effect of Rational Appeal	ANOVA	1.071	1	214	0.302
	Welch	0.809	1	78.992	0.371
	Brown-Forsythe	0.809	1	78.992	0.371

Source: Field Survey, 2025.

The inferential statistics in Table 4.8 shows no statistically significant difference between young adults and middle-aged consumers in their responses to both emotional appeal (ANOVA:  $F = 1.853$ ,  $p = 0.175$ ; Welch / Brown–Forsythe:  $p = 0.274$ ) and rational appeal (ANOVA:  $F = 1.071$ ,  $p = 0.302$ ; Welch / Brown–Forsythe:  $p = 0.371$ ). These results indicate that the small differences observed in the descriptive means are not robust enough to conclude a meaningful age effect in this sample. In other words, age does not emerge as a strong moderator of either type of appeal for these consumers. These findings suggest that, despite age differences, consumers of all ages can respond to both emotional and rational advertising appeals. Emotional appeals help foster brand attachment and loyalty (WARC, 2017), while rational appeals provide practical information on product value and quality (Zniva & Weitzl, 2016). A balanced combination of both appeal types is therefore likely to be most effective across demographic groups. This approach allows marketers

to engage diverse consumer motivations, enhance overall campaign effectiveness (McKay Nesbitt et al., 2011), and support long-term purchase behaviour (Petty & Cacioppo, 1986).

#### **4.6 DISCUSSION OF FINDINGS**

This study examined how emotional and rational advertising appeals shape FMCG consumer perceptions and purchasing decisions in Ghana, and in what ways do age differences influence these responses.

The first objective assessed consumer perceptions of emotional and rational advertising for FMCG products. The findings suggest that both types of appeal are generally well-received. Consumers who respond positively to emotional content also tend to appreciate rational messaging, supporting the idea that cognitive and affective processes in persuasion often work complementarily (Ansah & Boateng, 2018; Twumasi & Asare, 2020). This highlights the value of integrated campaigns that leverage both emotional engagement and cognitive reasoning. Marketers can enhance consumer attention and retention by combining these elements in advertising messages (Abubakar & Ofori, 2019; Darko, 2021).

The second objective investigated consumers' perceptions of how emotional and rational advertising appeals influence FMCG purchase Decisions. The findings indicate that rational appeals generally have a slightly stronger influence on purchasing behaviour, as they provide concrete information about product features, quality, and value, supporting confident consumer decision-making (Belch & Belch, 2020; Khan et al., 2016). Emotional appeals remain important, engaging affective responses that foster brand attachment and loyalty. This dual influence reflects the Elaboration Likelihood Model, which posits that effective persuasion occurs when both central (rational) and peripheral (emotional) routes are employed (Petty & Cacioppo, 1986; De Mooij,

2019). For marketers, this suggests that integrated campaigns, that combines a rational information with an emotional content can enhance engagement and long-term loyalty (Al-Qudaimi, 2025; Akinwale, 2020).

The third objective assessed differences in consumer responses across age categories. The findings suggest that chronological age does not strongly determine preferences for emotional or rational appeals. While older adults may value emotionally meaningful content, they can still respond effectively to rational messaging when practical product information is valued (Zniva & Weitzl, 2016; WARC, 2017). From a marketing perspective, FMCG campaigns do not need to rely solely on age-targeted messaging. Integrated strategies that combine emotional resonance with rational content are likely to appeal broadly across age groups, aligning with contemporary segmentation approaches and the dual-route persuasion perspective (McKay Nesbitt et al., 2011; Petty & Cacioppo, 1986).

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION, AND RECOMMENDATIONS**

#### **5.0 INTRODUCTION**

This chapter presents a summary of the study, draws conclusions from the findings, and offers practical recommendations. It synthesises insights on how emotional and rational advertising appeals influence consumer purchasing decisions within Ghana's fast-moving consumer goods (FMCG) sector. The chapter reflects on consumer perceptions of these appeals, their impact on purchasing behaviour, and variations across age groups. It also highlights implications for marketing practice, strategic advertising design, and further research.

#### **5.1 SUMMARY OF THE STUDY**

The study examined the influence of emotional and rational advertising appeals on FMCG consumer purchasing decisions in Ghana. Using a quantitative, descriptive-explanatory approach, data were collected from 221 respondents using a convenient sampling technique. A structured questionnaire was used as the primary data collection instrument. The analysis involved descriptive statistics, paired-samples t-tests, correlation, and ANOVA to explore patterns, relationships, and differences in consumer responses across demographic groups. Reliability analysis confirmed internal consistency with Cronbach's alpha values above 0.70. Ethical procedures, including informed consent, confidentiality, and voluntary participation, were carefully observed throughout the study. The findings provide valuable insights into how Ghanaian consumers perceive emotional and rational advertising and how these appeals influence their actual purchase behaviour.

## **5.2 SUMMARY OF KEY FINDINGS**

This study examines how emotional and rational advertising appeals influence consumer purchasing decisions for fast-moving consumer goods (FMCG) in Ghana. The analysis addresses three main objectives: understanding consumer perceptions of emotional and rational advertising, assessing the effect of these appeals on purchasing decisions, and exploring whether age influences consumer responses. The findings are discussed below, highlighting patterns, trends, and potential implications for marketing strategy.

Firstly, respondents generally exhibited a positive perception of both emotional and rational advertising appeals. Emotional appeals recorded slightly higher mean scores than rational appeals, although the difference was not statistically significant. A strong positive association between the two types of appeals suggests that consumers who respond favourably to one type are likely to respond positively to the other. This indicates that emotional and rational appeals can work together to enhance the overall impact of marketing messages by engaging both feelings and reasoning.

Secondly, regarding the consumers' perceptions of how emotional and rational advertising appeals influence FMCG purchase Decisions, rational appeal seemed to exert a slightly stronger effect than emotional appeals, with the difference reaching statistical significance. This indicates that consumers often rely on logical, information-based messaging when deciding on FMCG products, even though emotional appeals continue to play a key role in engagement and brand attachment. The findings underscore the importance of balancing factual content with emotional elements to maximise advertising effectiveness, particularly in competitive markets where consumer choice is shaped by both cognition and sentiment.

Thirdly, the analysis of age-related differences showed that younger adults scored marginally higher on both emotional and rational appeals compared with middle-aged consumers. However, these differences were not statistically significant, suggesting that age alone does not strongly influence responses to either appeal type. Other factors, such as personal motivation, lifestyle, and situational context, may have a more substantial effect on consumer reactions. This highlights the need for marketers to complement demographic segmentation with behavioural and psychographic insights when designing advertising campaigns.

### **5.3 CONCLUSIONS**

The study concludes that both emotional and rational advertising appeals significantly shape FMCG consumer purchasing decisions in Ghana. Rational appeals showed a slightly stronger influence on purchase behaviour, likely due to their provision of concrete information regarding product attributes, quality, and value. Nevertheless, emotional appeals remain critical in fostering engagement, brand attachment, and consumer loyalty, highlighting their complementary role in persuasive communication. The analysis indicates that age does not serve as a strong moderator, suggesting campaigns targeting both young and middle-aged consumers can achieve broad reach without strictly age-based segmentation.

Effective marketing in the Ghanaian FMCG context requires a balanced approach, integrating rational, information-driven content with emotionally resonant messaging. By doing so, marketers can appeal simultaneously to consumers' cognitive evaluations and affective responses, maximising both purchase intentions and enduring brand relationships. This integrated strategy aligns with contemporary advertising theory, which emphasises the value of combining affective and cognitive routes to persuasion for enhanced effectiveness.

## 5.4 RECOMMENDATIONS

Based on the findings of the study, the following recommendations are proposed to guide FMCG marketers, advertising practitioners, and related stakeholders in Ghana.

FMCG marketers in Ghana should employ advertising strategies that deliberately combine emotional and rational appeals. The findings show that consumers generally respond positively to both forms of messaging, and that neither operates in isolation. Advertising content should therefore balance emotional elements that attract attention and create connection with rational information that explains product benefits and value.

Rational appeals should receive particular attention when the aim is to influence actual purchase decisions. Since rational messages showed a slightly stronger effect on buying behaviour, advertisements should clearly communicate price, quality, functionality, and value for money. This approach may support more informed decision-making, especially in product categories where consumers compare alternatives carefully.

At the same time, emotional appeals remain important for brand development. Advertisements that evoke feelings, reflect local culture, or relate to everyday consumer experiences can help strengthen brand attachment and encourage repeat purchases. Emotional content may therefore be especially useful for sustaining long-term relationships rather than immediate sales alone.

Finally, advertising strategies should not rely heavily on age-based segmentation. The findings indicate that age does not significantly shape responses to either emotional or rational appeals. Marketers are therefore encouraged to design messages with broad relevance, while considering behavioural and contextual factors that may better explain differences in consumer responses.

## **5.5 LIMITATIONS AND SUGGESTIONS FOR FURTHER RESEARCH**

This study, although, covered Ghana rather than a single city, the sample may not have fully captured the diversity of consumer experiences across all regions and socio-economic contexts. Future studies could use larger and more geographically stratified samples to reflect regional, cultural, and economic variations more accurately, to strengthen the generalisability of the results.

The study focused exclusively on fast-moving consumer goods, which limits the extent to which the findings apply to other product categories. Consumer responses to advertising appeals may differ for durable or luxury products that involve higher financial risk and longer decision processes. Future research could extend the analysis to these product categories to examine whether emotional and rational appeals operate differently under higher involvement conditions.

The use of structured questionnaires may have constrained the depth of consumer responses and increased the likelihood of socially desirable answers. Future research could adopt mixed-method or qualitative approaches, such as interviews or focus group discussions, to gain deeper insight into how consumers interpret and evaluate advertising messages.

Certain contextual factors, including cultural norms, peer influence, and socio-economic status, were not directly measured, even though they may shape responses to advertising appeals. Future studies could incorporate these variables to provide a more comprehensive explanation of consumer behaviour in the Ghanaian context.

Lastly, time and resource constraints limited the sample size and prevented observation of changes in consumer responses over time. Future research could employ longitudinal designs to examine the long-term effects of emotional and rational advertising appeals on brand loyalty, trust, and repeat purchase behaviour.

## REFERENCES

- Abdullah, M., Ghazanfar, S., Mukhtar, S., & Ramzan, M. (2025). The effects of rational and emotional sustainability appeal on consumers' sensory perceptions and emotions. *Frontiers in Sustainable Food Systems*, 8, 1345171.
- Adam, F. (2017). *The influence of Facebook ads on consumer purchasing decisions among University of Ghana students* (Unpublished master's thesis). University of Ghana. <https://ugspace.ug.edu.gh/items/73f7cc45-02d0-438e-88a5-62f081fe6b75>
- Ahene Djan, V., & Vida, K. (2021). *The effect of digital marketing on consumer buying behaviour: A case study of Fan Milk Ghana Limited* (Unpublished master's thesis). UniMAC. <https://repository.unimac.edu>
- Akbari, M. (2015). Different impacts of advertising appeals on advertising attitude for high and low involvement products. *Global Business Review*, 16(3), 478–493.
- Albers, N., & Royne, M. B. (1999). An international analysis of emotional and rational appeals in services vs. goods advertising. *Journal of Consumer Marketing*, 16(1), 42–57. <https://doi.org/10.1108/07363769910250769>
- Alharahsheh, H. H., & Pius, A. (2020). A review of key paradigms: Positivism vs interpretivism. *Global Academic Journal of Humanities and Social Sciences*, 2(3), 39–43.
- Amoah, L., & Afua, L. (2024). Effects of influencers and social media advertising on brand awareness and consumer perceptions in Accra. *UniMAC Journal of Marketing Studies*, 6(1), 58–75. <https://repository.unimac.edu.gh>
- Arora, H., & Jain, P. (2021). Advertising appeals: A strategy to influence customer attitude. *Vidyabharati International Interdisciplinary Research Journal*, 13(1), 64.
- Asiedu, F. O. (2017). *Social media advertising and consumer decision making in the fashion industry* (Unpublished master's thesis). University of Ghana. <https://ugspace.ug.edu.gh/items/c0315c9d-f86d-49ca-bb5e-8efedb8caf7b>
- Babbie, E. (2021). *The practice of social research* (15th ed.). Cengage Learning.
- Bamfo, B. A., Kraa, J. J., Asabere, P., & Atarah, B. A. (2019). Effect of television adverts on children's purchase behaviour: Evidence from Ghana. *Cogent Business & Management*.
- Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion: An integrated communications perspective* (11th ed.). McGraw-Hill Education.

- Belch, G. E., & Belch, M. A. (2020). *Advertising and promotion: An integrated marketing communications perspective* (12th ed.). McGraw-Hill Education.
- Boateng, I. O. (2019). Assessing the type of advertising influencing consumers' behaviour of telecommunications firms in Ghana: A case study of MTN Ghana. *Texila International Journal of Management*, 5(2), 95–111.
- Bocci Benucci, S., & Di Gesto, C. (2025). Persuasive communication and emotional appeals: The contribution of psychology. In *Sustainable digital marketing for fashion and luxury brands: Theory and practice* (pp. 165–188). Springer Nature.
- Bouvard, P. (2018). Rational versus emotional creative: Short-term and long-term impact. Cumulus Media | Westwood One. <https://shorturl.at/0uMMz>
- Brace, I. (2018). *Questionnaire design: How to plan, structure and write survey material for effective market research*. Kogan Page.
- Bryman, A. (2012). *Social research methods*. Oxford University Press.
- Bryman, A. (2016). *Social research methods* (5th ed.). Oxford University Press.
- Casais, B., & Pereira, A. C. (2021). The prevalence of emotional and rational tone in social advertising appeals. *RAUSP Management Journal*, 56(3), 282–294.
- Chen, D. (2025). Customer and provider bounded rationality in on-demand service platforms. *Transportation Research Part A: Policy and Practice*. <https://shorturl.at/O4mEJ>
- Choi, D., & Lee, H. (2022). Green advertising using sick-, well-, and healed-appeals. In *International Textile and Apparel Association Annual Conference Proceedings*, 79(1). Iowa State University Digital Press.
- Conway, A. M., Tugade, M. M., Catalino, L. I., & Fredrickson, B. L. (2013). The broaden-and-...
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed method approaches* (4th ed.). Sage.
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed method approaches* (5th ed.). Sage.
- Dai, J., & Sheng, G. (2022). Advertising strategies and sustainable development: The effects of green advertising appeals and subjective busyness on green purchase intention. *Business Strategy and the Environment*, 31(7), 3421–3436. <https://doi.org/10.1002/bse.3092>

- De Mooij, M. (2019). *Consumer behavior and culture: Consequences for global marketing and advertising*.
- DeBono, K. G., & Packer, M. (1991). The effects of advertising appeal on perceptions of product quality. *Personality and Social Psychology Bulletin*, 17(2), 194–200.
- Dillman, D. A., Smyth, J. D., & Christian, L. M. (2014). *Internet, phone, mail, and mixed-mode surveys: The tailored design method*. Wiley.
- Durkin, K., Rae, K., & Stritzke, W. G. (2012). The effect of images of thin and overweight body shapes on women's ambivalence towards chocolate. *Appetite*, 58(1), 222–226.
- El Hedhli, K. (2023). Dual routes or a one-way to persuasion? The elaboration likelihood model revisited. *Journal of Consumer Behaviour*, 22(1), 1–13. <https://doi.org/10.1002/cb.2023>
- El Hedhli, K., & Zourrig, H. (2023). Dual routes or a one-way to persuasion? The elaboration likelihood model versus the unimodel. *Journal of Marketing Communications*, 29(5), 433–454.
- Eriksson, P., & Kovalainen, A. (2015). *Qualitative methods in business research: A practical guide to social research*.
- Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1–4.
- Festinger, L. (1962). *Cognitive dissonance*. *Scientific American*, 207(4), 93–106.
- Field, A. (2018). *Discovering statistics using IBM SPSS Statistics* (5th ed.). Sage.
- Ghana Statistical Service. (2023). *Population and housing census 2021 aggregated data*. Ghana Statistical Service. Retrieved from <https://statsbank.statsghana.gov.gh/censusatlas>
- Ghasemi, A., & Zahediasl, S. (2012). Normality tests for statistical analysis: A guide for non-statisticians. *International Journal of Endocrinology and Metabolism*, 10(2), 486–489. <https://doi.org/10.5812/ijem.3505>
- Giachino, C., Stupino, M., Petrarulo, G., & Bertoldi, B. (2017). Fear appeals in social marketing: The case of anti-speeding video advertisement “Mistakes.” *Journal of Customer Behaviour*, 16, 61. <http://dx.doi.org/10.1362/147539217X14909732699480>
- Gravetter, F. J., & Wallnau, L. B. (2017). *Statistics for the behavioral sciences* (10th ed.). Cengage Learning.

- Green, T., & Peloza, J. (2014). Finding the right shade of green: The effect of advertising appeal types on environmentally friendly consumption. *Journal of Advertising*, *43*(2), 128–141.
- Grigaliunaite, V., & Pileliene, L. (2016). Emotional or rational? The determination of the influence of advertising appeal on advertising effectiveness. *Scientific Annals of Economics and Business*, *63*(3), 391–414. <https://doi.org/10.1515/saeb-2016-0130>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2021). *Multivariate data analysis* (9th ed.). Cengage Learning.
- Hair, J. F., Celsi, M., Money, A., Samouel, P., & Page, M. (2015). *The essentials of business research methods* (3rd ed.). Taylor & Francis. <https://doi.org/10.4324/9781315716862>
- Han, N. R., Baek, T. H., Yoon, S., & Kim, Y. (2019). Is that coffee mug smiling at me? How anthropomorphism impacts the effectiveness of desirability vs. feasibility appeals in sustainability advertising. *Journal of Retailing and Consumer Services*, *51*, 352–361.
- Haugtvedt, C. P., Herr, P. M., & Kardes, F. R. (2018). Environmental marketing: Strategies, practice, theory, and research. In W. Winston & A. T. Mintu-Wimsatt (Eds.). Routledge.
- Hosseini, S. B., Anand, D., & Azizi, S. (2016). Advertising on trial-Truthful responsibility at the heart of advertising. *International Journal of Research*, *3*(8), 428–440.
- Hoyer, W. D. (1984). An examination of consumer decision making for a common repeat purchase product. *Journal of Consumer Research*, *11*(3), 822–829.
- Hyun, S. S., Kim, W., & Lee, M. J. (2011). The impact of advertising on patrons' emotional responses, perceived value, and behavioral intentions in the chain restaurant industry: The moderating role of advertising-induced arousal. *International Journal of Hospitality Management*, *30*(3), 689–700.
- Ilakkuvan, V., Turner, M. M., Cantrell, J., Hair, E., & Vallone, D. (2017). The relationship between advertising-induced anger and self-efficacy on persuasive outcomes: A test of the anger activism model using the truth campaign. *Family & Community Health*, *40*(1), 72–80.
- Jang, W. E., Ko, Y. J., & Stepchenkova, S. (2014). The effects of message appeal on consumer attitude toward sporting events. *International Journal of Sport Communication*, *7*(3), 337–356. <https://doi.org/10.1123/IJSC.2014-0003>
- Jiang, H., Tan, H., Liu, Y., Wan, F., & Gursoy, D. (2020). The impact of power on destination advertising effectiveness: The moderating role of arousal in advertising. *Annals of Tourism Research*, *83*, 102926.

- Johar, J. S., & Sirgy, M. J. (1991). Value-expressive versus utilitarian advertising appeals: When and why to use which appeal. *Journal of Advertising*, 20(3), 23–33.
- Keshari, P., & Jain, S. (2016). Effect of age and gender on consumer response to advertising appeals. *Paradigm*, 20(1), 69–82.
- Khamis, S., Ang, L., & Welling, R. (2017). Self-branding, ‘micro-celebrity’ and the rise of social media influencers. *Celebrity Studies*, 8(2), 191–208.
- Khan, A. A., Jadoon, S., & Tareen, N. A. K. (2016). Impact of advertising on brand awareness and commitment in female apparel industry. *International Journal of Academic Research in Business and Social Sciences*, 6(3), 79–94.
- Khan, I. (2020). Effect of advertising appeal on consumer behaviour. *Balochistan Review*, 1(1), 77–92.
- Khare, A. (2023). Green apparel buying: Role of past behavior, knowledge and peer influence in the assessment of green apparel perceived benefits. *Journal of International Consumer Marketing*, 35(1), 109–125.
- Kim, C., Jeon, H. G., & Lee, K. C. (2020). Discovering the role of emotional and rational appeals and hidden heterogeneity of consumers in advertising copies for sustainable marketing. *Sustainability*, 12(12), 5189.
- Kivunja, C., & Kuyini, A. B. (2017). Understanding and applying research paradigms in educational contexts. *International Journal of Higher Education*, 6, 26–41. <https://doi.org/10.5430/ijhe.v6n5p26>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (14th ed.). Shanghai: Shanghai People’s Publishing House.
- Krishen, A. S., & Bui, M. (2015). Fear advertisements: Influencing consumers to make better health decisions. *International Journal of Advertising*, 34(3), 533–548.
- Lee, S., & Heere, B. (2018). Exploring the relative effectiveness of emotional, rational, and combination advertising appeals on sport consumer behavior. *Sport Marketing Quarterly*, 27(2), 82–92.
- Lee, Y. Y., Gan, C. L., & Liew, T. W. (2023). Rationality and impulse buying: Is your emotion a part of the equation? *Computers in Human Behavior Reports*, 12, 100337.

- Liu, F., & Knight, J. G. (2023). An extensive review of advertising appeals and their impact on consumer behavior. *Journal of Advertising Research*, 63(2), 123–145. <https://doi.org/10.1080/00218499.2023.2157909>
- Lwin, M., & Phau, I. (2014). An exploratory study of existential guilt appeals in charitable advertisements. *Journal of Marketing Management*, 30(13–14), 1467–1485.
- Matušinská, K., & Zapletalová, S. (2021). Rational and emotional aspects of consumer behaviour. *Forum Scientiae Oeconomia*, 9(2), 95–110. [https://doi.org/10.23762/FSO\\_VOL9\\_NO2\\_5](https://doi.org/10.23762/FSO_VOL9_NO2_5)
- McKay-Nesbitt, J., Manchanda, R. V., Smith, M. C., & Huhmann, B. A. (2011). Effects of age, need for cognition, and affective intensity on advertising effectiveness. *Journal of Business Research*, 64(1), 12–17. <https://ideas.repec.org/a/eee/jbrese/v64y2011i1p12-17.html>
- Mensah, P. (2019). Consumer behavioural responses to online display advertising in Ghana: The effects of ad characteristics, consumer attitude and internet user mode (Unpublished master's thesis). [Institution name], Ghana.
- Nadube, P. M. (2021). *Integrated marketing communications: Theory and practice*. TNDPRESS.
- Nicolini, G., Cassia, F., & Bellotto, M. (2017). Advertising appeals in social marketing: A systematic literature review. *Journal of Social Marketing*.
- Nicolini, V., Cassia, F., & Bellotto, M. (2017). Children perceptions of emotional and rational appeals in social advertisements. *Young Consumers*, 18(3), 261–277.
- Nunnally, J. C. (1978). An overview of psychological measurement. In *Clinical diagnosis of mental disorders: A handbook* (pp. 97–146).
- Otamendi, F. J., et al. (2020). The emotional effectiveness of advertisement. *Frontiers in Psychology*. <https://doi.org/10.3389/fpsyg.2020.00794>
- Ouwensloot, J., & Duncan, T. (2008). *Integrated marketing communication—European edition*. McGraw-Hill.
- Palinkas, L. A., Horwitz, S. M., Green, C. A., Wisdom, J. P., Duan, N., & Hoagwood, K. (2015). Purposeful sampling for qualitative data collection and analysis in mixed method implementation research. *Administration and Policy in Mental Health and Mental Health Services Research*, 42, 533–544.
- Pallak, S. R. (1983). Salience of a communicator's physical attractiveness and persuasion: A heuristic versus systematic processing interpretation. *Social Cognition*, 2(2), 158–170.

- Petty, R. E., & Cacioppo, J. T. (1986). *Communication and persuasion: Central and peripheral routes to attitude change*. Springer-Verlag.
- Petty, R. E., Barden, J., & Wheeler, S. C. (2009). The elaboration likelihood model of persuasion: Developing health promotions for sustained behavioral change. In *Emerging theories in health promotion practice and research* (2nd ed., pp. 185–214).
- Petty, R. E., Heesacker, M., & Hughes, J. N. (1997). The elaboration likelihood model: Implications for the practice of school psychology. *Journal of School Psychology, 35*(2), 107–136.
- Pittman, M. (2020). Accountability moderates the effects of egoistic and altruistic appeals in prosocial messages. *Journal of Consumer Marketing, 37*(7), 807–820.
- Poels, K., & Dewitte, S. (2019). The role of emotions in advertising: A call to action. *Journal of Advertising, 48*(1), 81–90.
- Rahman, M. T., & Pial, T. (2019). Influence of rational and emotional appeals on purchasing through online: The case on social media. *International Journal of Financial Research, 11*(1), 34.
- Rahman, M. T., Mowla, M. M., & Pial, T. (2019). Consumers' perception on various types of advertising media: The case of Bangladesh. *Global Journal of Management and Business Research, 33–40*.
- Resnik, D. B. (2015). What is ethics in research & why is it important? National Institute of Environmental Health Sciences.
- Rucker, D. D., Dubois, D., & Galinsky, A. D. (2011). Generous paupers and stingy princes: Power drives consumer spending on self-versus others. *Journal of Consumer Research, 37*(6), 1015–1029.
- Sadeghi, M., Fakharyan, M., Dadkhah, R., Khodadadian, M. R., Vosta, S. N., & Jafari, M. (2015). Investigating the effect of rational and emotional advertising appeals of Hamrahe Aval mobile operator on attitude towards advertising and brand attitude (Case study: Student users of mobile in the area of Tehran). *International Journal of Asian Social Science, 5*(4), 233–244.
- Saunders, M. N. K., Lewis, P., & Thornhill, A. (2019). *Research methods for business students* (8th ed.). Pearson.
- Selina, A., Amalba, V. C., Ofori, G. A., Soyeh, C. A., & Abadamloora, B. (2025). Advertisement and consumer buying behaviour among women in Tolon District, Northern Ghana.

*International Journal of Research in Social Science*, 15(2), 45–59.  
<https://rsisinternational.org>

Skupin, K. (2017). *The impact of advertising appeals on consumers' perception of an ad in the context of technical products* (Master's thesis, University of Twente).

Solomon, M. R. (2009). *Marketing: Real people, real decisions*. Pearson Education.

Statista. (2022). Advertising spending of leading fast-food restaurants worldwide in 2021 (in million U.S. dollars). <https://www.statista.com/statistics/>

Sun, W., Tang, S., & Liu, F. (2021). Examining perceived and projected destination image: A social media content analysis. *Sustainability*, 13(6), 3354. <https://doi.org/10.3390/su13063354>

Tenya, A. W., et al. (2024). Advertising effects on consumer purchasing behavior among undergraduate students in Ghana. *Journal of Marketing and Consumer Research*, 12(3), 20–35. <https://www.iiste.org>

Torelli, C. J., & Shavitt, S. (2010). Culture and concepts of power. *Journal of Personality and Social Psychology*, 99(4), 703.

Vrtana, D. (2023). The power of emotional advertising appeals: Examining their influence on consumer purchasing behavior and brand-customer relationships. *Sustainability*, 15(18), 13337. <https://doi.org/10.3390/su151813337>

WARC. (2017). Why rational appeals engage older audiences. <https://www.warc.com/newsandopinion/news/why-rational-appeals-engage-older-audiences/en-gb/37997>

Wells, W., Moriarty, S., & Burnett, J. (2006). *Advertising principles and practices* (7th ed.). Pearson Prentice Hall.

Williams, P., & Drolet, A. (2005). Age-related differences in responses to advertising appeals. *Journal of Consumer Research*, 32(3), 343–353. <https://academic.oup.com/jcr/article/32/3/343/1867186>

Wu, I. L., Chen, K. W., & Chiu, M. L. (2016). Defining key drivers of online impulse purchasing: A perspective of both impulse shoppers and system users. *International Journal of Information Management*, 36(3), 284–296. <https://doi.org/10.1016/j.ijinfomgt.2015.11.015>

Xu, X., Wu, J. H., & Li, Q. (2020). What drives consumer shopping behavior in live streaming commerce? *Journal of Electronic Commerce Research*, 21(3), 144–167.

Zniva, R., & Weitzl, W. (2016). It's not how old you are but how you are old: A review on aging and consumer behavior. *Management Review Quarterly*, 66, 267–297.  
<https://doi.org/10.1007/s11301-016-0121-z>

## APPENDIX QUESTIONNAIRE

**INSTRUCTIONS:** Please provide your responses by ticking [✓] the most appropriate option for each question. Your answers will be kept strictly confidential and used only for research purposes. Please answer honestly, as your input is essential for understanding advertising strategies that influence purchasing decisions in the FMCG sector.

### SECTION A: DEMOGRAPHIC INFORMATION

(Please tick [✓] the appropriate response)

1. What is your Gender?

- a.  Male    b.  Female

2. What is your Age Category?

- a.  Young Adult Consumer (18 - 35)    b.  Middle-Aged Consumer (36 - 55)    c.  Older Adult (56 and above)

3. In a typical week, approximately how many minutes do you spend watching/seeing advertisements across all media (TV, social media, radio)?

- a.  Rarely    b.  Sometimes    c.  Often

4. How frequently do you purchase FMCG products (e.g., rice, oil, toiletries, milk, beverages, snacks, etc)?

- a.  Daily    b.  Weekly    c.  Monthly

### SECTION B: PERCEPTION OF EMOTIONAL ADVERTISING APPEALS

*Emotional advertising appeal* refers to promotional messages designed to create feelings such as happiness, excitement, love, fear, or empathy to influence consumer attitudes and decisions.

Such adverts often focus on emotions rather than facts or product features to connect with the audience.

The following questions assess the perceptions of customers on the emotional advertising appeals influencing buying decisions for FMCG products in Ghana. Please indicate your level of agreement with each statement on a scale of 1–5: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

Code	Statement	Extent of Agreement				
		1	2	3	4	5
PEA1	An advertisement's warmth or humorous tone influences my overall impression of the brand.					
PEA2	Advertisements that feature feelings of joy and nostalgia are more memorable.					
PEA3	I am often impressed by ads that use aspirational scenarios and hopeful outcomes to depict product use.					
PEA4	The use of dramatic or compelling background music in an advertisement makes me pay closer attention to the product.					
PEA5	I believe FMCG brands that use empathy and shared human experiences in their ads are more authentic.					
PEA6	I find ads that use storytelling and vivid imagery to create a mood more engaging.					

### SECTION C: PERCEPTION OF RATIONAL ADVERTISING APPEALS

*Rational advertising appeal* refers to promotional messages that focus on facts, logic, and product-related information such as price, quality, performance, or features. These adverts aim to persuade consumers through reasoning and evidence rather than emotions.

The following questions assess the perceptions of customers on the rational advertising appeals influencing buying decisions for FMCG products in Ghana. Please indicate your level of agreement with each statement on a scale of 1–5: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

Code	Statement	Extent of Agreement				
		1	2	3	4	5
PRA1	Advertisements that emphasize value-for-money and affordability are generally helpful.					
PRA2	I trust advertisements that clearly present comparative data and verifiable facts.					
PRA3	Third-party laboratory results or certifications presented in an ad significantly enhance my belief in the product's quality.					
PRA4	I find it helpful when advertisements clearly state where and how a product can be easily purchased.					
PRA5	Demonstrations of utility and concrete benefits make an FMCG product seem higher quality.					

PRA6	I believe products advertised with a clear, documented guarantee or warranty are superior.					
------	--	--	--	--	--	--

**SECTION D: INFLUENCE OF EMOTIONAL APPEAL ON PURCHASE DECISION**

The following questions assess the influence of **emotional advertising appeals** on buying decisions for FMCG products in Ghana. Please indicate your level of agreement with the following statements on a scale of 1–5: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

Code	Statement	Extent of Agreement				
		1	2	3	4	5
EA1	I am more inclined to try a new FMCG product if its advertisement makes me feel positive about my identity or aspirations.					
EA2	When considering a purchase, my initial interest is often sparked by ads that evoke a strong sentimental connection.					
EA3	The feelings generated by an advertisement that uses uplifting music and vivid colours often linger and influence my choice at the point of sale.					
EA4	I find myself choosing a product over a competitors’ because its advertisement made me feel happy or entertained.					
EA5	Advertisements that focus on family warmth or shared experiences make the product seem more essential for my daily life.					
EA6	I am more likely to repeat a purchase if a brand's advertising aligns with my personal values and sentiments.					

**SECTION E: INFLUENCE OF RATIONAL APPEAL ON PURCHASE DECISION**

The following questions assess the influence of **rational advertising appeals** on buying decisions for FMCG products in Ghana. Please indicate your level of agreement with the following statements on a scale of 1–5: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

Code	Statement	Extent of Agreement				
		1	2	3	4	5

RA1	Before making an FMCG purchase, I primarily search for advertisements that present clear, objective evidence of performance.					
RA2	The specific details about ingredients or materials mentioned in an FMCG product advertisement are critical to my purchase choice					
RA3	I rely heavily on an advertisement's list of benefits and specifications to justify a purchase.					
RA4	Knowing the shelf-life or quantifiable efficiency improvements of a product, as stated in an ad, is a major purchase driver for me					
RA5	When choosing between similar brands, the one whose advertisement provides the most logical justification for its price usually wins.					
RA6	A product's advertised long-term reliability or guaranteed results is a critical factor in my purchase decision-making process.					

**THANK YOU FOR YOUR PARTICIPATION!**