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### The impact of using emotional advertising appeals on brand loyalty in Telecom industry: the moderating role of age

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# The impact of using emotional advertising appeals on brand loyalty in Telecom industry: the moderating role of age

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## Abstract

This study examines the impact of emotional advertising appeals: happiness, compassion, and nostalgia on brand loyalty in Egypt's telecommunications industry, with a focus on the moderating role of age. Using a quantitative approach, data were collected through online questionnaire from 444 respondents exposed to telecom advertisements featuring these emotional appeals. Results from structural equation modeling (SEM) revealed that nostalgia had the strongest positive effect on brand loyalty, followed by happiness, while compassion showed varied effects across age groups. Age significantly moderated these relationships: older consumers responded more favorably to compassion-based appeals, whereas nostalgia resonated more with younger audiences. The findings highlight the strategic importance of tailoring emotional appeals to demographic segments, particularly age, to enhance brand loyalty in competitive markets. Practical implications suggest leveraging nostalgia for younger consumers and compassion for older demographics, while prioritizing social media as a key advertising channel. This study contributes to the limited literature on emotional advertising in emerging telecom markets and offers actionable insights for marketers.

**Keywords:** emotional advertising; emotional appeals; brand loyalty; telecom Egypt.

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## 1. Introduction

Emotional appeals are considered a key point in today's advertising landscape, brands using emotional advertising campaigns aren't necessarily promoting the product or service offered but mainly focuses on creating strong emotional connection between the brand and their customers (Zhao *et al.*, 2022). The use of emotional advertising appeals in the marketing communication of various brands is a current trend and is considered an essential part of modern marketing practices (Vrtana & Krizanova, 2023). Ads focusing on emotional experience, such as nostalgia or delight, had a profound effect on consumer perception and long-term brand affinity, especially when their message aligns with cultural and personal values of their target

audience (Vrtana & Krizanova, 2023). Using emotions in advertisements shows an integral role in reaching communication goals (Kamran & Siddiqui, 2019).

The growing number of mobile users in Egypt is driving up the demand for telecommunications services, such as voice calls, data usage, and additional value-added features. In 2020, the Egyptian Ministry of Communications and Information Technology<sup>1</sup> reported that 98.8% of households and 95% of individuals in Egypt owned mobile phones. DataReportal<sup>2</sup> noted that as of January 2021, Egypt had 95.75 million mobile connections, representing 92.7% of the population, an increase of 2.9% from the previous year. According to Statista<sup>3</sup>, Egypt's Communication Services market will generate approximately US\$5.4 billion in revenue in 2025.

The rapid increase in users within Egypt's telecom market has led to an intensely competitive landscape. During the holy month of Ramadan, Egyptian TV screens are flooded with advertisements, including those from telecom companies like Vodafone, Orange, Etisalat, and WE. These ads are broadcast on many channels, reflecting the heightened competition among telecom operators during this period. Young *et al.*, (2019) found that television advertisements employing emotional and physiological imagery were more likely to be associated with increased purchase intentions compared to those using rational appeals. This suggests that emotional content not only captures attention but also push in the brand more deeply into consumers' memories, influencing their future purchasing decisions. Emotional appeals have long been recognized as a powerful force in advertising. Scholars such as Bülbül & Menon (2010) have emphasized the persuasive power of emotions in influencing consumer responses. Emotions not only shape consumer attitudes but also play a crucial role in driving brand perception, purchasing behavior, and brand loyalty (Awasthi *et al.*, 2024; Guo, 2024).

### Research gap

Despite the acknowledged importance of emotional appeals in marketing, there remains a noticeable lack of academic inquiry into their specific impact within the telecom sector, especially in emerging markets. Existing research has primarily explored this theme in broader consumer goods or nonprofit contexts, leaving a gap in understanding how emotional advertising influences consumer loyalty in telecommunications.

A limited number of studies have examined emotional advertising in telecom. For instance, in Nigeria, research has found a strong positive relationship between emotional advertising and customer loyalty in the telecommunications sector (Kenneth & Wami, 2021). Amah *et al.* (2017) further concluded that Nigerian telecom ads employ emotional elements such as love, celebrity appearances, humor, and drama, and that these strategies significantly affect subscriber choices.

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<sup>1</sup> <https://mcit.gov.eg/>

<sup>2</sup> <https://datareportal.com/>

<sup>3</sup> <https://www.statista.com/outlook/tmo/communication-services/egypt>

They recommend that telecom firms continue emphasizing emotional appeal to maintain market share.

In contrast, research in Egypt has primarily focused on emotional advertising within nonprofit and CSR communication. Elshahed (2019) reported that fear and sympathy were dominant emotional appeals used by NGOs during Ramadan campaigns. Similarly, Abd-Alhaleem *et al.* (2023) found that emotional and rational appeals, alongside audio-visual tools and celebrity endorsements, significantly impacted the effectiveness of charitable advertising. Ayada & Abuelela (2023) extended this understanding to the services sector, including telecom and banking, indicating that emotional content in CSR ads fosters positive consumer attitudes.

While these studies highlight the relevance of emotional appeal in various contexts, there is little empirical evidence on how these appeals function within telecom brand advertising specifically in Egypt, particularly in relation to brand loyalty.

To the best of our knowledge, this is the first study of its kind that focuses on the impact of emotional appeals on brand loyalty in the Egyptian telecom sector, providing new insights into the strategic role of emotional marketing in a highly competitive and evolving market.

### **Research problem**

In Egypt's increasingly competitive telecommunications market, emotional advertising has emerged as a powerful strategy for influencing consumer behavior and fostering brand loyalty. However, there is a significant lack of empirical research investigating how specific emotional appeals, such as happiness, compassion, and nostalgia, impact brand loyalty within the telecom sector. This gap is particularly evident in the context of emerging markets like Egypt. Moreover, previous research suggests that the effectiveness of such emotional appeals in advertising can vary across different age groups (Achmad *et al.*, 2021; Phillips & Stanton, 2004). This raises a critical question: What is the impact of using emotional advertising appeals on brand loyalty, and how does age influence this relationship? Addressing this problem is essential for telecom marketers aiming to tailor emotionally resonant campaigns that effectively engage different age segments of the consumer base.

### **Research objective**

Happiness, compassion, and nostalgia are among the primary emotional appeals employed by Egypt's four leading telecom companies (Vodafone, Orange, Etisalat, and WE) in their TV advertising campaigns. Additionally, prior research indicates that the impact of emotional appeals in advertising may differ depending on the age of the audience. Using a quantitative approach, this study aims to address the existing research gap by examining the impact of these specific emotional appeals on brand loyalty in the Egyptian telecom sector. Furthermore, it explores the moderating role of age demographics in shaping this relationship.

## 2. Literature Review

### 2.1. *Emotional appeals in advertising*

An advertisement appeal is a strong argument based on reasoning or feelings (Holmes & Crocker, 1987). One common advertising technique that influences consumers' emotional responses to different goods and services is emotional advertising. It's simple to draw people in and establish a connection with emotional advertisements. These emotional advertisements are retained in the viewer's subconscious, which eventually influences the customer's decision-making (Moore & Harris, 1996).

Emotions are feelings that have an impact on a person's behavior. Consumer behavior research paid great attention to emotional or "feeling" advertising appeals (Claeys & Roozen, 2012). According to Kotler (1997), the process of ensuring that emotion is triggered in order to create buy intention in consumers is known as emotional appeal. Emotional appeals in advertising tap into the power of human emotions in an effort to influence consumer behavior and decision-making. It aims to create an emotional connection between the consumer and the brand, beyond the level of traditional rational arguments about product features (Vrtana & Krizanova, 2023). Kotler (2003) clarified that emotional appeals might be expressed through the allure of happiness, music, etc.

The primary goal of an emotional advertising campaign is to create and perceive the intensity of the connection between the product, the brand, and the customer in the form of an emotional response. A campaign that creates an intense connection between audiences and a brand or product should sufficiently generate reactions that can support the customer and business relationship. A strong connection can be observed between television advertising and its influence on individuals in different age groups. Cartwright et al. (2016) argued that advertising campaigns are promoted on social networks, television, radio, and other media. Brands can stimulate purchasing behavior and decision-making differently depending on the type of media, often incorporating various emotional expressions intended to foster a consumer connection as stated by Vrtana and Krizanova (2023).

Emotional appeals can be categorized into several types, depending on the specific emotions they aim to evoke. Positive emotional appeals are advertising messages designed to elicit favorable affective states in the audience. These can range from high-arousal emotions like excitement and joy, to lower-arousal states such as warmth, contentment, or nostalgia (Pham, 2007). Positive emotional appeals, such as happiness, joy, and excitement, are frequently used in advertisements for products like travel, entertainment, and luxury goods. Negative emotional appeals, including fear, guilt, or sadness, are often seen in public service campaigns such as the marketing of health campaigns, where a sense of urgency or responsibility is invoked (Yousef *et al.*, 2023; Yousef *et al.*, 2021; Zheng, 2020).

While positive appeals haven't been analyzed that much, studies suggest they're quite effective. Using positive messages in ads has been found to capture more attention (Calvo & Lang, 2004), encourage people to share them (Tellis *et al.*, 2019), and make people like the message more while also increasing their desire for the product (Strick *et al.*, 2009). The effectiveness of emotional appeals is further supported by research indicating their role in enhancing brand memory and brand recall. Young *et al.*, (2019) found that television advertisements employing emotional and physiological imagery were more likely to be associated with increased purchase intentions compared to those using rational appeals. This suggests that emotional content not only captures attention but also push in the brand more deeply into consumers' memories, influencing their future purchasing decisions. Attitudes towards and perceptions of such advertisements are not the same across consumers, with variations observed between different age groups (Phillips & Stanton, 2004). The effectiveness of emotional appeals in advertising varies across age demographics (Achmad *et al.*, 2021).

Happiness, compassion, and nostalgia are among the primary emotional appeals commonly utilized by Egypt's four major telecom companies in their advertising efforts (Vodafone, Orange, Etisalat and WE). Hence, this paper focuses on examining the impact of these emotional appeals in television advertising on brand loyalty within the Egyptian telecom sector. It also explores how age influences the relationship between these emotional advertising appeals and brand loyalty.

### ***2.1.1. Happiness appeal in advertising***

Happiness is one of the most potent emotional appeals in advertising (Vrtana & Krizanova, 2023). It is often defined as a combination of overall life satisfaction, the presence of positive emotions, and the absence of negative emotions (Diener, 2016; Peterson *et al.*, 2005; Sheldon and Lyubomirsky, 2004). Happiness appears as a generic response to pleasant circumstances (Weiner and Graham, 1989). According to Dodds *et al.*, (2021), advertising influences consumers' hedonic experiences by serving as an avenue for communication between them and brands. Derived from the Greek word for "sweet," the term "hedonic" refers to or is defined by pleasure (Webster's Ninth New Collegiate Dictionary, 1989, p. 561). According to Kahneman *et al.*, (1999), the hedonic approach places a strong emphasis on happiness and defines well-being as experiencing pleasure and avoiding suffering. Marketers can attract customers by integrating elements of happiness into their online communication (Abdul Qayyum *et al.*, 2024).

Happiness appeals in advertising are designed to evoke positive emotions such as joy, contentment, and amusement, aiming to create favorable consumer responses. These appeals are particularly effective in enhancing consumer attitudes toward advertisements and brands. For instance, Le *et al.*, (2024) found that positive emotional appeals in social advertising significantly improved consumer attitudes and purchase intentions by enhancing engagement and brand perception. This suggests that happiness appeals can be a powerful tool in influencing

consumer behavior. Happiness appeals, by their nature, can cut through the clutter of competing messages and draw consumers in. Positive emotions such as love, humor, cheerfulness, and excitement have a strong ability to grab customer attention and foster engagement with the brand as stated by Le et al., (2024) and Ali *et al.*, (2024).

According to Bagozzi, Gopinath, and Nyer (1999), emotional appeals like happiness can generate a positive affective response, which, in turn, enhances consumers' attitudes toward the product, brand, or advertisement. Happiness appeals can promote positive associations with the brand. According to Kempf and Smith (1998), consumers are more likely to recall and favor brands associated with positive emotions like happiness because these emotions create a lasting imprint on consumers' memory and perception of the brand. Schmitt *et al.*, (2015) highlighted how personalized experiences, such as those provided by social media, allow advertisers to evoke happiness in more tailored ways, leading to stronger consumer engagement.

Music and visual elements also play a key role in creating happiness in advertising. The use of upbeat, joyful music and vibrant colors or scenes of celebration can enhance positive emotional responses. Research by Brakus *et al.*, (2009) showed that the sensory elements of an advertisement, such as music and visuals, can amplify the emotional impact of happiness appeals.

### **2.1.2. Compassion appeal in advertising**

Compassion appeals in advertising aim to evoke empathy and concern by highlighting human suffering or social issues, thereby motivating consumers to engage with the brand or cause. Compassion is an emotion that reacts to and sympathizes with the pain of others. People who feel compassion often feel happy, inspired, and comforted (Lilius *et al.*, 2008). According to Goetz *et al.*, (2010), compassion is a feeling that develops when one sees another person suffer and that inspires one to want to assist. Sympathy and understanding for those in need are the foundations of compassion. Ertimur & Coskuner-Balli (2021) investigated how, in the midst of the COVID-19 pandemic, brands convey kindness and caring through their advertising. The results highlighted the three key principles of compassion organizing resilience, solidarity, and trust, and demonstrated how companies may utilize advertising to fill care shortages during crises. They also found that messages based on compassion successfully increased customer loyalty and confidence.

The effectiveness of compassion appeals can be influenced by personalization and social visibility. Kim and Kim (2023) explored how personalized cause related marketing on social media platforms can make it more related to people hence having more impact. Their findings indicate that personalized advertisements, especially those with high perceived social visibility, significantly enhance consumers' social engagement intentions.

Research has also confirmed the importance of emotions and their crucial role in charitable appeals. The use of negative emotions (guilt and empathy) to increase the persuasiveness of charity solicitations has been the subject of several studies (Elshahed, 2019). Patil (2006)

demonstrated that guilt and empathy can increase the amount of money donated since their potency depends on the potential donor's relationship to the charity. Smith *et al.* (1989) claimed that in addition to negative emotions, the good emotion of compassionate contentment has also proven essential in building helpful interactions. That is, when an empathic person expects that the situation will be resolved and they may feel delight as a result of their activity, they are likely to exhibit positive indicators of helping conduct.

Moreover, studies indicate that compassion appeals have a significant impact on consumer behavior, both in terms of short-term responses and long-term attitudes. The emotional connection that consumers develop with a compassionate message can translate into increased purchase intentions, heightened brand preference, and greater likelihood of engaging in pro social actions (Strahilevitz & Myers, 1998). However, it is important to note that the effectiveness of compassion appeals may vary depending on the context and the demographic profile of the target audience (Bagozzi *et al.*, 1999). In this study, the compassion appeal is expressed as a positive emotion of sympathy and a tendency to help others.

### ***2.1.3. Nostalgia appeal in advertising***

One of the most powerful forms of emotional appeal is nostalgia. Numerous academic disciplines, including psychology, sociology, health, consumer behavior, and marketing, frequently use the idea of nostalgia. They have shown interest in nostalgia due to its capacity to influence affective states that motivate action (Fiorito & Routledge, 2020; Muehling & Pascal, 2012; Cui, 2015). The desire for the past and an affective experience centered on the past are the definitions of nostalgia (Routledge *et al.*, 2013; Fiorito & Routledge, 2020).

The use of nostalgia in advertising has caused significant debate (Muehling & Pascal, 2011; Muehling & Spratt, 2004). Numerous commercial goods, including music, films, and TV series, can intensify sentimental feelings (Slavich *et al.*, 2019). The utilization of sentimental emotions rooted in recollections forges the essential connection between a brand and its customer base, hence enhancing buy intent, brand loyalty, and trust (Hungenberg *et al.*, 2020). Nostalgia represents a positive sentimental experience that increases self-positivity, even though it can occasionally be a bittersweet feeling (Chou & Singhal 2017). Academic research has acknowledged the importance of nostalgia and has investigated it in a number of research contexts, including brand engagement (Koetz & Tankersley 2016), charity donations (Ford & Merchant 2010), retail atmospherics (Shin & Parker 2017) and emotions (Wildschut *et al.*, 2014; Hwang & Hyun, 2013). According to Slavich and Hungenberg (2023), nostalgia is a cognitive and affective experience that elicits emotional reactions based on recollections and memories. It functions when consumers establish a connection between a brand and their recollections of the past (Muehling, 2013). In simpler terms, certain memories evoke particular emotions (Hungenberg *et al.*, 2020). A key idea in marketing research, nostalgia is essential to the sense and feels components of experiential marketing, at the very least. Reintroducing the design of an older model car (e.g., Ford, Volkswagen Beetle) or decorating a restaurant in an antique style



allows customers to purchase nostalgic goods. Nostalgia is used in the design of advertising for non-nostalgic products in addition to true nostalgic products (Muehling *et al.*, 2014).

Additionally, nostalgia marketing has been linked to enhanced consumer perceptions and emotional connections. A study by Alkhafagi (2023) found that nostalgia marketing significantly influences consumers' purchase intentions, with variations observed across different demographic groups. Specifically, women and older consumers showed a stronger response to nostalgic appeals, suggesting the need for targeted marketing strategies.

A study conducted in China by Chen *et al.*, (2020) stated that nostalgia appeals can influence consumer loyalty. They examined the role of nostalgia in consumers' loyalty intentions at traditional restaurants in China. The study found that consumers who experienced nostalgia during their dining experience perceived higher value, leading to increased loyalty intentions. This highlights the effectiveness of nostalgia in fostering long-term customer relationships.

Nostalgic advertising has recently gained renewed prominence (Barnwell *et al.*, 2022; Diaz, 2021; Hartmann and Brunk, 2019; Srivastava *et al.*, 2023). This recovery may be attributed to people's tendency to find comfort in nostalgia, particularly during challenging times, as it fosters hope and optimism about the future (Stern, 1992). The global pandemic for example has likely contributed to an increase in emotionally evocative advertising, including nostalgia-driven campaigns (Mangiò *et al.*, 2021, 2024). A recent meta-analysis indicates that nostalgic advertising is more persuasive than its non-nostalgic ones, leading to stronger consumer brand preferences and improved brand attitudes (Cheng and Yan, 2023). However, most research on nostalgic advertising has been conducted in developed countries, with relatively few studies examining its effectiveness across nations at varying stages of development (Jain *et al.*, 2019). Still, there aren't many studies that link the nostalgia appeal of advertising to brand loyalty in a particular industry. Previous research has demonstrated that audiences' cognitive and affective attitudes towards the advertised brand are influenced by advertising messages (MacKenzie *et al.*, 1986). Existing research assisted marketers in better identifying market segments that are receptive to nostalgic messaging and products in the context of nostalgic advertisements. Marketers were able to boost their brand by associating their goods or services with the "good old days" in addition to determining whether or not nostalgic advertising will promote their product or service (Reisenwitz *et al.*, 2004; Sierra and McQuitty, 2007).

## ***2.2. Emotional advertising appeals and customer loyalty***

Many researchers measured customer loyalty using repurchase intention and customer retention (Nasir *et al.*, 2014; Guenzi and Pelloni, 2004). These measures are suitable for the objective of the study assessing the impact of using emotional advertising appeals on brand loyalty in the service sector which is Telecom industry. According to Ramakrishnan (2006), the marketing objective of keeping consumers from switching to a competitor is known as customer retention. Repeat purchase behavior refers to a person's propensity to return business favorably to a service provider (Wirtz and Lewin, 2009). Emotional advertisement has the power to build pleasant

associations with brands, foster brand recognition, and encourage repeat purchases (Hermeking, 2005). Emotions are a powerful tool used by marketers to evoke positive brand perception in consumers, impact purchasing behavior, and increase brand loyalty (Awasthi *et al.*, 2024; Guo, 2024). Investigating the telecom sector in Nigeria (Kenneth and Wami, 2021), there is a significant positive relationship between emotional advertising appeal and customer loyalty in telecommunication firms in Port Harcourt. This supports Belch and Belch's (2018) claims that emotional appeal helps customers feel more emotionally satisfied and fulfills their psychological status. Personal emotions including fear, love, happiness, compassion, safety, nostalgia, self-esteem, pride and grief are some traits of emotional appeals. A study by Bagozzi, Gopinath, and Nyer (1999) also found that emotional responses significantly influenced consumers' attitudes toward advertisements and, ultimately, their behavioral intentions. In particular, positive emotions such as happiness and excitement were shown to increase brand preference and loyalty. Existing studies have verified that emotions, as the basis of affective experience, can raise satisfaction, trust, and loyalty (Molinillo *et al.*, 2020; Japutra *et al.*, 2021). Research points out those emotional appeals improve consumer engagement, build brand loyalty (Vrtana, D., & Krizanova, A. 2023).

### **2.3. Theoretical Lens**

The Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1986, 2012) also explains how emotional appeals work. According to ELM, consumers process persuasive messages through two routes: the central route, where they carefully consider the content of the message, and the peripheral route, where emotional cues play a more significant role in decision-making. Emotional appeals primarily activate the peripheral route, relying on emotional reactions to shape consumer perceptions. They typically engage the peripheral route by influencing consumers' attitudes through affective experiences rather than detailed cognitive analysis (Zheng, 2020; Achmad *et al.*, 2021). Positive emotional appeals such as happiness and nostalgia are widely used in advertising. Research indicates that these appeals are generally more effective than negative appeals in fostering favorable attitudes toward brands and increasing purchase intentions (Gardner, 1985; Kotler & Keller, 2016).

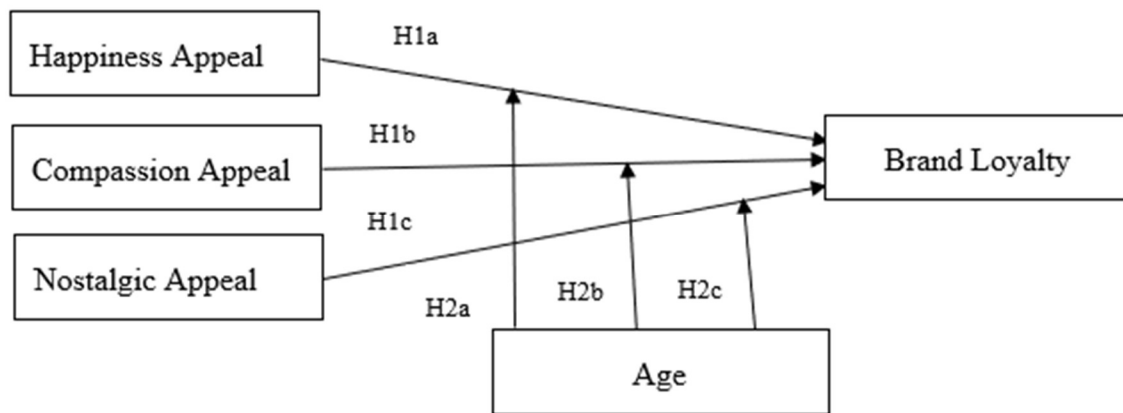
## **3. Research Methodology**

To measure the effect of different appeals on brand loyalty, some telecom TV ads representing all the telecom brands in Egypt were selected reflecting each appeal. A questionnaire was designed and directed to users of different telecom companies, where the respondent select the company as well as the TV ad they most like reflecting a certain appeal they feel best. These ads were also featured on the different social media platforms of the Telecom companies (see Appendix 1). The convenient sampling design technique was used, as the authors reach customers who are easy to find and who are ready to respond to the questionnaire. As there is no sampling frame for users of different telecom companies, it is considered as an infinite number of population, where Saunders equation for sample size is applied for 95% confidence level, to

collect a minimum of 385 respondents. The questionnaire was directed to 700 respondents, while only 486 respondents were returned, with a response rate of 69.43%. Out of 486 responses, only 444 were found to be valid with no missing answers. Therefore, the study involved 444 participants, and no missing values were reported in the dataset. The survey was distributed online via WhatsApp and social media platforms.

### 3.1. Conceptual framework

The conceptual framework (figure 1) is developed based on literature review on emotional advertising appeals in relation to brand loyalty to test the hypotheses that emotional appeals in telecom advertising positively affects brand loyalty. The emotional appeals include happiness, compassion and nostalgia. The conceptual framework also proposes that consumers' age moderates the relationship between emotional advertising appeals and brand loyalty.



**Figure 1:** Conceptual framework developed by the authors

### Research Hypotheses

#### **H1: Emotional advertising appeals positively affect brand loyalty**

H1a: Happiness appeal positively affects brand loyalty

H1b: Compassion appeal positively affects brand loyalty

H1c: Nostalgic appeal positively affects brand loyalty

#### **H2: Age moderates the relationship between emotional appeals and brand loyalty**

H2a: Age moderates the relationship between happiness appeal and brand loyalty

H2b: Age moderates the relationship between compassion appeal and brand loyalty

H2c: Age moderates the relationship between nostalgic appeal and brand loyalty

### 3.2. Research Analysis

Table (1) presents the descriptive analysis of the respondent profile.

**TABLE 1: PARTICIPANTS DEMOGRAPHIC PROFILE**

Demographic Variable	Total sample $n = 444$	
	Frequency	Percent
<b>Gender</b>		
Male	252	56.8
Female	192	43.2
<b>Age Category</b>		
15-27	198	44.6
28-41	86	19.4
Above 41	160	36.0
<b>Preferred Emotional Appeal</b>		
Compassion	62	14.0
Happiness	236	53.2
Nostalgia	146	32.8
<b>Telecom Usage Data</b>		
Etisalat	80	18.0
Orange	64	14.4
Vodafone	290	65.3
WE	10	2.3
<b>Ad View Platform</b>		
Social media	228	51.4
Tv	204	45.9
Others	12	2.7

The demographic profile of the surveyed sample, consisting of 444 respondents, provides valuable insights into various aspects of their preferences and behaviors. Gender distribution reveals that 56.8% of the participants are male, while 43.2% are female. Age categories show a diverse representation, with 44.6% falling in the 15-27 range, 19.4% in the 28-41 range, and 36.0% above 41. When it comes to preferred emotional appeal in advertisements, a majority of respondents (53.2%) express a preference for content that elicits happiness, while compassion and nostalgia also play significant roles. Regarding telecom usage, Vodafone dominates with 65.3%, followed by Etisalat (18.0%), Orange (14.4%), and WE (2.3%). In terms of advertising platforms, social media emerges as the most popular, chosen by 51.4%, closely followed by TV at 45.9%, and a smaller percentage opting for other platforms (2.7%). These findings offer valuable insights for tailoring marketing strategies and content to effectively reach and engage the target audience.

Table (2) represents the mean and standard deviation values of all variables under study.

**TABLE 2 : DESCRIPTIVE ANALYSIS FOR THE RESEARCH VARIABLES**

Research Variables	Mean	Std. Deviation	Frequencies				
			1	2	3	4	5
Happiness	3.2342	1.21470	46	83	102	147	66
Compassion	3.2680	1.17066	45	68	111	163	57
Nostalgic	3.2523	1.38008	77	61	67	151	88
Brand Loyalty	3.4662	1.20804	12	120	73	127	112

The presented table outlines the key statistics for the research variables. The mean values signify the central tendency of each variable, with "Happiness" having a mean of 3.2342, "Compassion" at 3.2680, "Nostalgic" at 3.2523, and "Brand Loyalty" at 3.4662. The standard deviation measures the dispersion or variability around the mean, with "Happiness" having a standard deviation of 1.21470, "Compassion" at 1.17066, "Nostalgic" at 1.38008, and "Brand Loyalty" at 1.20804. These statistics provide insight into the central tendency and variability of the data for each research variable, aiding in a comprehensive understanding of their distribution.

Additionally, when respondents were asked about their favorite telecom advertisement, it was observed that almost 30% of the responses were ads with songs and appearance of celebrities. This reflects the importance of songs, music appeal and celebrities in general in the telecom ads.

Testing Multicollinearity Assumption. Initially, the researchers examined collinearity among the predictor constructs, Happiness, Compassion, and Nostalgic, utilizing the Variance Inflation Factor (VIF), as detailed in Table (3). The VIF values for all constructs were found to be below the threshold of 5. Consequently, the researchers concluded that collinearity among the predictor constructs did not pose a concern within the structural model.

**TABLE 3: VARIANCE INFLATION FACTOR FOR COLLINEARITY ASSESSMENT**

Constructs	VIF
Happiness	2.973
Compassion	3.228
Nostalgic	2.992

Normality Testing for the Research Variables (Table 4). Ensuring the normality of a dataset is crucial for accurate statistical analysis. Parametric methods like the Spearman Correlation are commonly employed when data adhere to a normal distribution. Therefore, confirming normality is a prerequisite before conducting inferential analyses, determining whether parametric or non-parametric tests are more suitable for hypothesis testing. The Kolmogorov-Smirnov test is frequently used for assessing normality, especially for sample sizes exceeding 50 observations. A P-value above 0.05 indicates the dataset conforms to a

normal distribution. This assessment is integral to the research process, guiding the selection of appropriate statistical tests and enhancing the reliability and validity of research findings.

**TABLE 4 .FORMAL TESTING OF NORMALITY**

	Kolmogorov-Smirnov <sup>a</sup>		
	Statistic	Df	Sig.
Happiness	.216	444	.000
Compassion	.230	444	.000
Nostalgic	.244	444	.000
Brand Loyalty	.209	444	.000

Given the formal test results indicating a non-normal distribution of the dataset, an additional informal test is employed to estimate normality. Table (5) illustrates that both skewness and kurtosis values exceed the acceptable range of  $\pm 1$ . As a result, the use of non-parametric tests is considered suitable for elucidating the relationships among the research variables.

**TABLE 5 :INFORMAL TESTING OF NORMALITY**

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
Happiness	-.305	.116	-.885	.231
Compassion	-.432	.116	-.673	.231
Nostalgic	-.403	.116	-1.128	.231
Brand Loyalty	-.183	.116	-1.267	.231

Testing Research Hypotheses (Table 6). Spearman's rho correlation coefficients were employed to examine the relationships between the independent variables (Happiness, Compassion, and Nostalgic) and the dependent variable (Brand Loyalty). Spearman's rho is a non-parametric measure of correlation that assesses the monotonic relationship between two variables, making it suitable for ordinal or ranked data. In this context, the data might not meet the assumptions of normality required for parametric correlations, and the use of Spearman's rho allows for a robust analysis of associations without such assumptions. The choice of Spearman's rho ensures the reliability of the correlation results, providing a comprehensive understanding of the emotional factors' impact on Brand Loyalty in the dataset. The correlation matrix highlights the relationships between the independent variables (Happiness, Compassion, and Nostalgic) and the dependent variable (Brand Loyalty). Spearman's rho correlation coefficients indicate significant positive correlations. Specifically, strong positive associations exist between Happiness and Brand Loyalty ( $r = 0.858^{**}$ ), Compassion and Brand Loyalty ( $r = 0.866^{**}$ ), and Nostalgic and

Brand Loyalty ( $r = 0.920^{**}$ ). These findings suggest that higher levels of Happiness, Compassion, and Nostalgic feelings are associated with increased Brand Loyalty. The robust correlations provide insights into the potential impact of emotional factors on brand loyalty within the studied dataset of 444 observations.

**TABLE 6 :CORRELATION MATRIX FOR THE RESEARCH VARIABLES**

			1.	2.	3.	4.
Spearman's rho	1. Happiness	R	1.000			
		Sig.	.			
		N	444			
	2. Compassion	R	.820**	1.000		
		Sig.	.000	.		
		N	444	444		
	3. Nostalgic	R	.799**	.826**	1.000	
		Sig.	.000	.000	.	
		N	444	444	444	
	4. Brand Loyalty	R	.858**	.866**	.920**	1.000
		Sig.	.000	.000	.000	.
		N	444	444	444	444

The results of the Structural Equation Model (SEM), as presented in Figure 2 and Table 7, suggest a comprehensive understanding of the relationships between emotional appeal factors (Happiness, Compassion, Nostalgic) and Brand Loyalty. The high R-square value of 0.890 indicates that approximately 89.0% of the variability in Brand Loyalty can be explained by the specified emotional predictors within the model. The parameter estimates (Estimates) for each emotional factor signify the strength and direction of their impact on Brand Loyalty. In this context, the positive estimates for Happiness (0.247), and Nostalgic (0.606) indicate that higher levels of these emotional states are associated with increased Brand Loyalty.

The p-values associated with these estimates are below the conventional threshold of 0.05, except for Compassion. This implies that the observed relationships are statistically significant, providing confidence that the associations between Happiness, Nostalgic, and Brand Loyalty are not due to chance. In summary, the results suggest a strong and statistically significant positive relationship between the assessed emotional factors and Brand Loyalty, emphasizing the importance of emotions in influencing loyalty to a brand. It is also observed that Nostalgic appeal has the highest relative importance for brand loyalty (Standardized Estimate = 0.692) then the second important appeal is Happiness (Standardized Estimate = 0.248). Adding age as a moderator changes the relationship between emotional appeals and brand loyalty. It was noticed that age insignificantly moderates the relationship between happiness and brand loyalty (P-value =  $0.356 < 0.05$ ). However, it was found that there is a significant positive moderation role of age in the relationship between compassion and brand loyalty (estimate  $> 0$ , p-value =  $0.030 < 0.05$ ). On the other hand, it was found that there is a significant negative moderation role of age in the relationship between nostalgic and brand loyalty (estimate  $< 0$ , p-value  $< 0.001$ ).

**TABLE 7 :SEM ANALYSIS FOR THE RESEARCH VARIABLES**

			Estimate	St. Estimate	S.E.	C.R.	P	R2
BL	<---	Happiness	.247	.248	.064	3.852	<0.001	0.890
BL	<---	Compassion	.100	.097	.068	1.471	.141	
BL	<---	Nostalgic	.606	.692	.060	10.151	<0.001	
BL	<---	Happiness*Age	.027	.087	.029	.924	.356	
BL	<---	Compassion*Age	.068	.213	.031	2.169	.030	
BL	<---	Nostalgic*Age	-.094	-.319	.028	-3.323	<0.001	

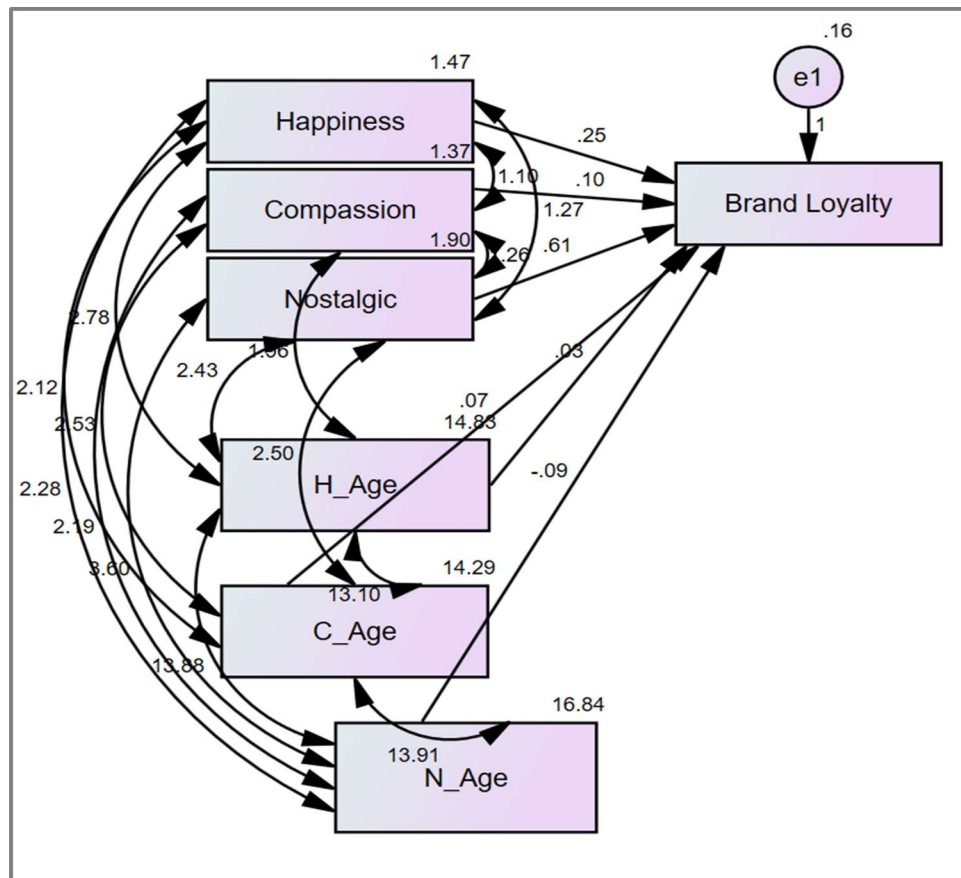
**FIGURE 2 :SEM FOR THE RESEARCH VARIABLES**



Table 8 illustrates the change in different appeals and brand loyalty between males and females using T-test. It is noticed that different appeals and brand loyalty have insignificant change between males and females (P-values > 0.05).

**TABLE 8:** T-Test for Gender Differences

	Gender	N	Mean	Std. Deviation	P-value
Happiness	Male	252	3.2579	1.22431	0.638
	Female	192	3.2031	1.20444	
Compassion	Male	252	3.2937	1.20799	0.598
	Female	192	3.2344	1.12201	
Nostalgic	Male	252	3.3016	1.33162	0.389
	Female	192	3.1875	1.44217	
Brand Loyalty	Male	252	3.4960	1.20919	0.552
	Female	192	3.4271	1.20856	

Table 9 illustrates the change in different appeals and brand loyalty according to different age groups using ANOVA test. It is noticed that there is an insignificant change in appeals and brand loyalty according to different age groups (P-values > 0.05)

**TABLE 9:** ANOVA Test for Age Differences

		N	Mean	Std. Deviation	P-value
Happiness	15-27	198	3.2677	1.22332	0.874
	28-41	86	3.2093	1.09669	
	Above 41	160	3.2063	1.26936	
	Total	444	3.2342	1.21470	
Compassion	15-27	198	3.3535	1.10663	0.331
	28-41	86	3.2558	1.10811	
	Above 41	160	3.1688	1.27492	
	Total	444	3.2680	1.17066	
Nostalgic	15-27	198	3.2424	1.41845	0.820
	28-41	86	3.1860	1.42673	
	Above 41	160	3.3000	1.31178	
	Total	444	3.2523	1.38008	
Brand Loyalty	15-27	198	3.5000	1.20384	0.870
	28-41	86	3.4419	1.16422	
	Above 41	160	3.4375	1.24227	
	Total	444	3.4662	1.20804	

Table 10 illustrates the change in different appeals and brand loyalty according to different telecom data usage companies using ANOVA test. It is noticed that there is an insignificant change in appeals and brand loyalty according to different telecom data usage companies (P-values > 0.05).

**TABLE 10:** ANOVA Test for Telecom Data Usage Differences

		N	Mean	Std. Deviation	P-value
Happiness	Etisalat	80	3.1750	1.28058	0.106
	Orange	64	2.9688	1.18145	
	Vodafone	290	3.3241	1.19909	
	WE	10	2.8000	1.13529	
	Total	444	3.2342	1.21470	
Compassion	Etisalat	80	3.4000	1.03850	0.433
	Orange	64	3.0781	1.26371	
	Vodafone	290	3.2759	1.18808	
	WE	10	3.2000	1.03280	
	Total	444	3.2680	1.17066	
Nostalgic	Etisalat	80	3.3125	1.32735	0.447
	Orange	64	3.0156	1.41973	
	Vodafone	290	3.2966	1.39015	
	WE	10	3.0000	1.24722	
	Total	444	3.2523	1.38008	
Brand Loyalty	Etisalat	80	3.5125	1.13621	0.284
	Orange	64	3.2188	1.32699	
	Vodafone	290	3.5172	1.20325	
	WE	10	3.2000	1.03280	
	Total	444	3.4662	1.20804	

Table 11 illustrates the change in different appeals and brand loyalty according to different platforms used to view the ad, using ANOVA test. It is noticed that there is an insignificant change in appeals and brand loyalty according to different platforms used to view the ad (P-values > 0.05).

**TABLE 11:** ANOVA Test for Ads View Platform Differences

		N	Mean	Std. Deviation	P-value
Happiness	Social media	228	3.2763	1.20862	0.744
	TV	204	3.1863	1.20941	
	Others	12	3.2500	1.48477	
	Total	444	3.2342	1.21470	
Compassion	Social media	228	3.2851	1.19188	0.713
	TV	204	3.2647	1.13543	
	Others	12	3.0000	1.41421	
	Total	444	3.2680	1.17066	
Nostalgic	Social media	228	3.3114	1.35518	0.627
	TV	204	3.1961	1.39343	
	Others	12	3.0833	1.67649	
	Total	444	3.2523	1.38008	
Brand Loyalty	Social media	228	3.5175	1.20741	0.639
	TV	204	3.4167	1.20668	
	Others	12	3.3333	1.30268	
	Total	444	3.4662	1.20804	

Table 12 illustrates the cluster analysis of age groups along with the ad view platform. It is observed that the largest group of respondents are of age groups 15-27, viewing ads on TV (n=98) and those of the same age group viewing ads on social media (n=96). The second large group of respondents are those of age group above 41, viewing the ads on social media (n=76) and those viewing the ads on TV (n=76). These findings suggest that both younger and older age groups are key targets for telecom advertising, with TV and social media serving as equally effective platforms for reaching these demographics.

**TABLE 12: CLUSTER ANALYSIS OF AGE GROUPS ALONG WITH THE AD VIEW PLATFORM**

		Ad View Platform			Total
		Social media	TV	Others	
Age Category	15-27	96	98	4	198
	28-41	56	30	0	86
	Above 41	76	76	8	160
Total		228	204	12	444

#### 4. Results

This paper explored how emotional appeals in advertising specifically happiness, compassion, and nostalgia can affect brand loyalty across various demographic groups. Using t-tests and ANOVA, the results indicated no significant differences in emotional appeal perception or brand loyalty based on gender, age, or advertising platform (p-values > 0.05). As an overview, these results suggest that on a general level, consumers respond similarly to emotional appeals regardless of these demographic variables.

The finding that gender did not significantly affect responses to emotional appeals aligns with studies by Keshari and Jain (2016), who reported minimal gender differences in emotional advertising effectiveness, emphasizing a similarity in advertising receptivity. Similarly, age showed no significant differences in emotional appeal or brand loyalty at the mean level, supporting the work of Brunel and Nelson (2003), who found that demographic variables sometimes fail to significantly influence general ad effectiveness, but this result contradict with the work of Cartwright *et al.*, (2016). Likewise, platform differences also proved to be insignificant, a finding stated by Rhee and Jung (2019), which highlighted that the changes in platforms might not be as influential as brand familiarity in shaping advertising outcomes.

However, to get deeper and more complex relation further analysis through moderation testing provided a more nuanced understanding particularly regarding age as a moderator in the relationship between emotional appeals and brand loyalty. As a result, analysis revealed that while age did not significantly moderate the link between happiness appeals and brand loyalty ( $p = 0.356 > 0.05$ ), it did significantly moderate the relationships in two other cases:

A positive moderation was found between compassion appeals and brand loyalty ( $p = 0.030 < 0.05$ ), suggesting that older consumers are more influenced by compassion driven advertising in building brand loyalty. This aligns with Kim and Kim (2023), who emphasized the role of

emotional resonance, especially in personalized cause related marketing among mature audiences.

In contrast, a negative moderation effect was found in the link between nostalgia appeals and brand loyalty, indicating that younger consumers respond more positively to nostalgic messaging. This finding contrasts with studies such as Cho *et al.*, (2019), who reported that nostalgia tends to resonate more with older demographics, but it is reasonable that for certain brands or cultural contexts, nostalgia connected to early digital culture or youth trends appeals more to younger audiences.

These moderation effects clarify that while average levels of appeal and loyalty do not vary significantly across age, age still plays a crucial role in shaping how strongly different emotional appeals influence loyalty outcomes. Thus, marketers should not generalize based solely on mean level comparisons but should also consider how specific appeals interact with consumer characteristics to influence behavioral responses.

## **5. Discussion**

### **Theoretical and empirical contributions**

This study contributes to the literature on emotional advertising and brand loyalty, particularly in the context of emerging markets and the telecommunications industry. To the best of our knowledge, this is the first study of its kind that focuses on the impact of emotional appeals on brand loyalty in the Egyptian telecom sector, providing new insights into the strategic role of emotional marketing in a highly competitive and evolving market.

The study integrates Elaboration Likelihood Model (ELM) to explain how emotional appeals function via the peripheral route of persuasion, particularly in low-involvement service categories like telecom. The Elaboration Likelihood Model (ELM) explains how emotional appeals in advertising, such as happiness, compassion, and nostalgia, primarily influence consumers through the peripheral route, leveraging emotional cues rather than rational analysis. This study, focused on Egypt's telecom industry, found that nostalgia had the strongest impact on brand loyalty, especially among younger audiences, while compassion resonated more with older consumers. These age-based differences align with ELM's premise that peripheral cues (like emotions) vary in effectiveness depending on audience characteristics. The results suggest telecom marketers should tailor emotional appeals by age; nostalgia for younger customers, compassion for older ones, and prioritize social media, which enhances peripheral route engagement. The study extends ELM's application to emerging markets and service sectors, demonstrating how emotional ads drive loyalty even in low-involvement industries.

## Managerial implications

Through this study authors underscore the significance of tailoring advertising appeals to meet emotional expectations. Results showed that nostalgic advertising had the most substantial impact on brand loyalty in the telecommunication industry. Happiness appeal show less impact than nostalgia in the Egyptian telecommunication advertising landscape. Furthermore, the analysis highlights a smaller role of compassion than nostalgia and happiness advertising appeal. There is also a positive interaction between age and compassion advertising appeal on brand loyalty suggests that compassion-based appeals resonate more with older consumers, this might be due to values of empathy and social connection that strengthen with age. Adding a compassion based appealing in advertising points to an opportunity for telecommunication brands to employ compassion appealing campaigns to engage an older demographic more effectively, as explored by (Li & Atkinson, 2020) emotions of compassion can strengthen customer connection. For the nostalgic appeal, younger age groups are more attached to them. However, the authors found that happiness appeal has the same impact across different age groups this can prove that happiness has a universal appeal across different age groups in advertising for telecommunication brands.

Adding emotional appeals to advertising is a point that should marketer consider while tailoring marketing campaigns this also matched the work of previous studies (Vrtana & Krizanova, 2023; Zhao *et al.*, 2022; Kamran and Siddiqui, 2019 ). Achmad, Santosa, and Putri (2021) also explored the differences in emotional appeal effectiveness across age groups in Indonesia. They found that younger consumers were more responsive to advertisements featuring humor and excitement, while older consumers showed a stronger emotional connection to advertisements that elicited nostalgia and warmth.

In this study results highlighted that social media platforms are effective channel for reaching audiences with telecommunication advertisements followed by the television this shed the light that brands should prioritize the social media platforms as an important choice to advertise.

Results showed also that music appeals and celebrity appearances might play a crucial role in making the advertisement more appealing; also, as per different previous studies they highlighted the importance of using music appeals as the integration of music in advertisements not only captures attention but also evokes emotional responses that can significantly affect recall and purchasing decisions. Previous studies indicate that musical elements in ads create positive associations with brands, enhancing their credibility and overall appeal (Das, 2023). For instance, studies have shown that advertisements featuring music that resonates with consumers can lead to greater recall rates compared to those without musical elements (Das, 2023). Music can be a real sign for the emotional appeal of advertising communication and consequently might lead to enhance advertising effectiveness. However, the effectiveness of music is restricted on its fit to the target brand (Müllensiefen, 2021). Previous research highlights the significant

impact of celebrity endorsements in advertising. Consumers generally perceive celebrities as more attractive and trustworthy compared to non-celebrities, making celebrity advertisements more believable and effective. A global study on TV advertising further confirmed that celebrity endorsements are a common strategy across all continents, reinforcing their widespread appeal. These findings underscore the influential role celebrities play in shaping positive audience perceptions and driving advertising success (Dey & Gayathri, 2021; Menon *et al.*, 2001).

## **6. Conclusion and directions for future research**

Emotional advertising is a powerful tool for brands seeking to stand out in crowded markets. By leveraging emotions like happiness, nostalgia, or compassion, marketers can create lasting impressions, drive consumer action, and foster long-term brand loyalty. This study examines the role of emotional advertising appeals such as, happiness, compassion, and nostalgia on brand loyalty within the telecommunications industry. The findings highlight the powerful influence of emotional factors in fostering brand loyalty among customers. Emotional appeals effectively build a connection between the brand and the audience, with nostalgic elements followed by happiness. These emotions not only encourage a stronger association with the brand but also appear to resonate more with different demographic groups, emphasizing the importance of emotional relevance in advertising strategies.

The research also explores the moderating role of age on these emotional relationships. Results suggest that age significantly affects the impact of compassion and nostalgia on brand loyalty, while its effect on happiness is not significant. Specifically, older consumers exhibit a positive response to compassion-focused ads, linking them to increased loyalty. On the contrary, nostalgia's impact on brand loyalty is more pronounced in younger audiences, indicating that nostalgia may evoke different responses depending on generational perspectives. This age-based moderation provides valuable insight for marketers looking to target diverse demographic groups more effectively.

The results of this study highlight the complex and layered role of emotional appeals in shaping brand loyalty. While demographic factors such as gender, age, and advertising platform do not significantly affect consumers overall perception of emotional advertising or brand loyalty, deeper analysis reveals that age moderates the effectiveness of specific emotional appeals. Compassion appeals in telecom advertisements are particularly effective in enhancing brand loyalty among older consumers, while nostalgia appeals appear to be more effective with younger audiences. These insights have practical implications for marketers seeking to segment their audiences not merely by demographics, but by aligning emotional content with age-sensitive psychological triggers.

Additionally, when respondents were asked to recall their favorite telecommunications advertisements, nearly 30% referred to ads featuring songs and celebrities, emphasizing the

importance of music as an emotional and memorable appeal in advertising. This finding highlights the potential of auditory elements in enhancing consumer engagement and recall. Furthermore, the results revealed that social media platforms are currently effective advertising channels in the telecommunications sector, followed by television. This insight emphasizes the need for brands to prioritize social media as a primary tool for delivering emotionally rich content, particularly due to its interactive nature and widespread consumer reach. These findings suggest that integrating emotional appeals such as music, nostalgia, or compassion within the chosen platform, specific strategies can significantly strengthen customer engagement and improve loyalty outcomes.

In conclusion, the study showed that emotional appeals to advertising in telecommunication sector, specifically nostalgia and compassion, have a substantial part to play in creating brand loyalty among telecommunication companies. Out of the three emotional appeals investigated, nostalgia emerged as the one with the greatest impact, followed by happiness, while compassion was found to have variable effects across customer demographics. The age moderator effect also discovers that messages with a compassion appeal have high impact with older consumers and nostalgia appeals have a greater impact on younger segments. These research results point to the importance of tailoring emotional content based on the target audience's age position and highlight the strategic appeal of emotional advertising as a means of customer loyalty.

Future studies are encouraged to build upon these results by investigating cross-industry comparisons or longitudinal impacts of emotional appeals on loyalty behaviors between different age cohorts. While this study offers valuable insights into the impact of advertising emotional appeals on brand loyalty within the telecommunication sector, several directions for future research remain. First, as in this study we focused mainly on happiness, compassion and nostalgia emotional appeal future studies could explore additional emotional appeals such as fear, or guilt, or any negative appeals and assess their relative effectiveness compared to happiness, nostalgia, and compassion. Moreover, given the observed significance of music-based advertisements, future research could further investigate the role of music appeal as the main emotional factor influencing brand perception and loyalty. Expanding the study across different industries such as retail, banking, or FMCG would also allow broader generalizability. Lastly, incorporating psychological traits such as emotional consumer personality types may provide deeper insights into how individuals respond to emotional content across digital platforms.

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## Appendix 1

Examples of Egyptian telecom TV advertisements that use emotional appeals.

### A- Happiness Appeal

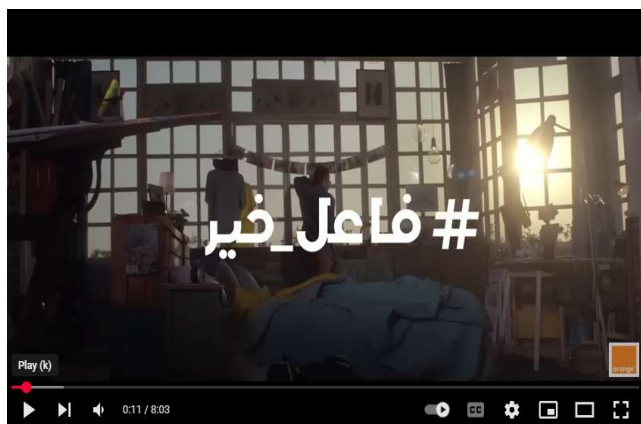


### B- Nostalgic Appeal





### C- Compassion Appeal





**المستخلص :**

تبحث هذه الدراسة تأثير جاذبية الإعلانات العاطفية (السعادة والتعاطف والحنين إلى الماضي) على ولاء العلامة التجارية في قطاع الاتصالات في مصر، مع التركيز بشكل خاص على الدور المعدل للعمر. باستخدام المنهج الكمي، تم جمع البيانات من خلال استبيان إلكتروني من 444 مستجيباً تعرضوا لإعلانات شركات الاتصالات التي تضمنت هذه الجاذبية العاطفية. كشفت نتائج نمذجة المعادلة الهيكلية (SEM) أن الحنين إلى الماضي كان له أقوى تأثير إيجابي على ولاء العلامة التجارية، يليه السعادة، بينما أظهر التعاطف تأثيرات متنوعة عبر الفئات العمرية المختلفة. لعب العمر دوراً معدلاً هاماً في هذه العلاقات: استجاب المستهلكون الأكبر سناً بشكل أكثر إيجابية للجاذبية القائمة على التعاطف، بينما كان الحنين إلى الماضي أكثر تأثيراً لدى الجماهير الأصغر سناً. تسلط النتائج الضوء على الأهمية الاستراتيجية لتكييف الجاذبية العاطفية مع الشرائح الديموغرافية، وخاصة العمر، لتعزيز ولاء العلامة التجارية في الأسواق التنافسية. تشير الآثار العملية إلى الاستفادة من الحنين إلى الماضي للمستهلكين الأصغر سناً والتعاطف للفئات الديموغرافية الأكبر سناً، مع إعطاء الأولوية لوسائل التواصل الاجتماعي كقناة إعلانية رئيسية. تساهم هذه الدراسة في الأدبيات المحدودة حول الإعلانات العاطفية في أسواق الاتصالات الناشئة وتقدم رؤية قابلة للتنفيذ للمسوقين.