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## Persuasive Effects of Emotional and Informational Appeals in Social Media Advertising: A Quantitative Study

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### ABSTRACT

Social media has emerged as a powerful channel of advertisement, and marketers are forced to use persuasive strategies that have the potential to impress audiences in crowded and interactive situations. The present research analyzes the effectiveness of emotional and informative appeals in social media advertisement through quantitative research design. Based on the Elaboration Likelihood Model (ELM) and the theory of persuasion, a structured questionnaire was used to gather data on 300 social media users in Pakistan. The SPSS was used to perform reliability, correlation, and multiple regression analyses. The results prove that emotional appeals and informative appeals can be used to dramatically increase the effectiveness of social media advertising, but emotional appeals are more effective. The age was found to be a moderating variable with minimal effects of gender. The research can be considered as a contribution to the theory of advertising because it empirically confirms the processes of persuasion within a modern social media environment and provides real-

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world advice to advertisers looking to streamline message processes.

**Keywords:** Emotional Appeals, Informative Appeals, Social Media Advertising, Persuasion, Advertising Effectiveness

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## INTRODUCTION

Social media advertising has emerged as the most popular marketing communication channel in Pakistan because of rapid growth in the use of the internet and smartphones. According to recent findings, a large number of Pakistanis are engaging in Facebook, Instagram, YouTube and TikTok. This presents brands with ample opportunity through digital content to influence attitudes and purchasing decisions (DataReportal, 2024). Advertising appeals are an essential persuasive tool in this situation. Emotional appeals stir feelings of trust, excitement, and social connection while informational appeals focus on features, price value and functional utility of the product. Research studies have offered evidence of the power of comparison appeals. In the second stage, product positioning is to be achieved at the time of purchase order.

The digital marketplace of Pakistan contains different cultural and behavioral traits that affect how consumers interpret messages in advertising. The online decision-making process is strongly influenced by collectivism social norms, reliance on peers and sensitivity. Social media influencers together with eWOM and user feedback of the ad greatly influence the social media users' purchase intention. Emotional appeals often use culturally relevant storytelling and relationship-oriented messaging, while informational appeals reduce uncertainty in high involvement product categories such as electronics, education services and financial offerings (Hajli, 2014; Voorveld et al., 2018). The importance of studying persuasion in local social and cultural contexts is highlighted by the context.

Pakistani companies are investing more budget in social media ads, but marketers are confused about the effective persuasive strategy. To get attention, many brands rely on campaigns that appeal to emotion; however, this does not necessarily lead to trust, and purchase intention. Conversely, while informational ads sometimes appear clear and credible, they often lack user engagement in fast scrolling environments. The increasing advertising clutter and consumer skepticism towards sponsored content are also making the persuasive process difficult, which is creating practical issues for budget and campaign design. (De Vries et al. 2012; Duffett 2017)

After examining the existing literature, several gaps have been found that require an investigation. First, in Pakistan, most research on digital marketing performance does not focus on the persuasive mechanisms linked to specific advertising appeals. Secondly, quantitative modeling studies which have analyzed emotional and informational appeals directly remain limited, especially in emerging digital economies. In the third place, previous research is often overly focused on surface level metrics of engagement, while neglecting deeper persuasion outcomes such as brand attitude creation, trust, and intention. Theoretical progress is hampered

by these constraints, and findings from other countries cannot easily be applied to consumers in Pakistan (Ashley & Tuten, 2015; Nisar & Whitehead, 2016).

This study attempts to address these shortcomings by quantifying how emotional and informational messaging in social media advertising persuade the consumers of Pakistan. The study assessed the impact of the type of appeal on attitude and purchase intention in an interactive digital environment that is culture-sensitive and overloaded with information. The study contributes to the advertising literature by combining persuasion theory with localized consumer behaviour. Likewise, it provides evidence-based guidance for marketers designing social media campaigns in Pakistan. The results of our study are expected to contribute to the theoretical understanding of dual process persuasion and can help optimise message strategy in a competitive digital environment (Petty & Cacioppo, 1986; Voorveld et al., 2018).

## LITERATURE REVIEW

Persuasion is always identified as the main objective of the marketing communication by advertising research (Almakaty, 2025). Emotional appeals have been found to stimulate interest, recall (memorizing) and sharing tendencies, especially with digital and social media where imagery and narrative reign supreme. Under low cognitive involvement, emotional content will tend to go through the peripheral path of persuasion which results in positive attitudes (Kendirli, 2024).

Conversely, informative appeals are carried out by the central path of persuasion, with the provision of rational arguments and facts (Kaushik et al., 2023). These appeals are especially efficient when consumers are high involved, motivated or need utilitarian value. According to previous research, informative advertising promotes perceived credibility and lessens uncertainty thus strengthening attitudes and behavior intentions (Pérez-Urdiales & García-Valiñas, 2016).

Gross et al. (2023) examined emotional storytelling in sponsored Instagram posts and linked it to engagement outcomes. They used field data from influencer advertising and operationalized emotional storytelling through two dimensions, pleasantness and arousal. Their results showed that emotionally loaded stories can increase engagement, but effects vary by how positive the story is and how intense the emotional language becomes. This study matters for your topic because it treats emotional appeal as a measurable message feature and tests it with real platform behavior rather than self-reports, which strengthens external validity for social media persuasion research (Gross et al., 2023).

Liu and Lei (2025) explored the impact of appeal types and endorser credibility in digital advertising. Findings showed that emotional and informational advertising appeals influence the effectiveness of the advertisements through brand trust. Further, while informational appeals improve cognitive evaluation, emotional appeals strengthen the relational trust. The findings reveal that trust serves as a mediator on appeal effectiveness, a context relevant to the increasing scepticism of the digital advertising market.

The Elaboration Likelihood Model (ELM) is used to describe the operation of these two types of appeals along the various thought processes (Teng et al., 2017). Emotional appeal and informative appeal can co-exist in a social media setting, where different users have different levels of motivation and attention, and are thus able to affect each other. Nevertheless, the relative power of every appeal can be affected by the features of the audience including their age and gender (Tellaa, & Chibani, 2024). Although, the current amount of literature in the field of social media advertising has increased, a number of theoretical and empirical gaps can still be identified. First, the number of studies that consider emotional appeals or informative appeals separately is large, however, very little research has been conducted that directly compares the persuasive power of these two types of appeals on the same empirical basis, especially as the topic of social media platforms today (Hornik et al., 2016; Hornik et al., 2017). This is a gap that limits the ability of a complete understanding of which appeal is more effective in similar situations.

Moreover, a lot of the current literature emphasizes the engagement measures of likes, shares, and comments, whereas fewer research studies examine the more profound persuasion measures, including attitude towards advertisements, perceived credibility, and purchase intentions (Tellaa & Chibani, 2024). This brings about a necessity of the research going beyond the outwardly interaction of the workings to the study of the influence of persuasion in reality. Third, demographic factors namely age and gender tend to receive little consideration among previous studies in the view that audiences are generally a homogeneous group of consumers and how these factors influence reactions to emotive and informative appeals.

Since social media advertising is still in a state of rapid development, current empirical studies need to be renewed to represent the current consumer behavior. Lastly, the lack of practical integration is apparent as the current studies tend to conclude as hypothetical statements without providing useful information on how the findings can be applied in practice by marketers and advertisers. It is necessary to conduct the studies clearly transferring the results into the practical recommendations to design the persuasive social media advertisement, using the emotional and informative appeal.

### **Conceptual Framework**

Researchers argue that one way of altering individual attitudes, intentions, and behavior is through the use of persuasive appeals (Abu Bakar et al., 2024). Armstrong (2010) as an example, highly advocated the application of appeals in marketing communication as leverage point through which persuasive messages may be applied to influence attitudes and inspirations positively. Nonetheless, the difference in the literature, trying to draw a comparison between persuasive appeals, is evident.

Therefore, both theoretically and practically, it is relevant to amass knowledge on what appeals are most helpful, how, and by what degree. As such, the key objective of this study is to make such comparative evaluations. The message appeal is the artistic concept employed to create relevance and resonance in a target customer that

permeates the theme of an advert and compels consumers to action with the message and recall the advert and think about the advertised product (Jager & Eisend, 2013).

### **Theory Application**

As the application of social media as an important platform in advertising and persuasive communication continues to grow, the operation of persuasion in the process of social media advertisements needs to be understood. Informativeness, credibility and emotional appeal are the main concepts on which persuasion theory in advertising is based in this aspect (Budiharja et al., 2020; Keller, 2020; Lee and Hong, 2016; Yeo et al., 2020).

According to the previous research, persuasive social media advertising would not likely work in the absence of a creative approach and the implementation of multimedia features, especially, in provoking and reinforcing the emotions (Nelson-Field et al., 2013; Pan et al., 2019).

ELM is a theoretical model that explains consumer processing of advertising appeals. The ELM states that persuasion may be made by taking two paths, the first being the central one where one must pay attention to the message arguments (informative appeal) and the second being the peripheral where one must engage with superficial cues like an emotional appeal. Both routes are advantageous to social media advertising because, although there is a portion of users who will be more active and engaged in informational messages, others will react more to affective signals (Teng et al., 2014).

According to recent studies, demographic factors age and gender play a role in the effectiveness of various appeals in social media advertising. There are also gender differences in emotional processing where there are some indications that females can be more empathetic to emotional appeal than males (Abu Bakar et al., 2024). Research acknowledges that Informativeness and advertising creativity are the zealour drivers to attract favorable behavioral responses towards a social media ad (Lee & Hong, 2016).

### **Hypotheses And Theoretical Basis**

#### **Informational and Emotional Appeal**

The general advertising appeals are refractive of the ways the commercial ad or the message could be viewed in general (Clow and Baack, 2005). There are two underlying message strategies that are identified informational and emotional appeals advertisement (Liebermann and Flint-Goor, 1996). The impacts of either appeal on advertising effects are not new (e.g., Friestad and Thorson, 1986; Shao et al., 2015). Although consumer choice is also attained as a result of response to advertising, both cognitive and affective consumer processing and behavior exercised in response to advertisement are different in levels depending on the type of appeal used (Zarantonello et al., 2014).

Goldberg and Gorn (1987) are one of the earliest to discover an informational-emotional dichotomy: they define thinking commercials as having an influence on the reasonableness of the receiver by making appeals that are objectively attractive. Feeling commercials are those where the mood is formed and the appeal of the

emotions is made using music or drama. In this respect, informational appeals are the statement of objective and explicit product features so as to influence the consumer by appealing to their rationality and thus, to a significant degree, appeal to the thinking consumer responses (Albers-Miller and Stafford, 1999). Therefore, informational appeals in advertisements usually focus on product quality, economy and value performance (Kotler and Armstrong, 1994). On the other hand, emotional appeals are aimed at invoking of feelings and emotional responses of consumers through depiction of the implicit product characteristics (Albers-Miller and Stafford, 1999).

Emotional appeals are therefore more or less joyfulness, love, humor, pride etc to urge people to act in a manner that is desired. These two appeals have been enveloped in endless controversy as far as their effects are concerned. The evidence of the importance of informational appeals is given by a set of researchers. Aaker and Norris (1982) state that informational advertising is very appropriate and effective when the factual information is to be provided and commercials are perceived as informational such as in the case of print advertisement with many information cues (Fay and Currier, 1994).

Another team of researchers also says that emotional appeals result in the more significant level of positive responses (Goldberg and Gorn, 1987) and positive judgments (Friestad and Thorson, 1986). Emotions can influence behavior even without the construction of cognition and are the focal point when it comes to advertising effectiveness (Brown et al., 1998). As Cutler et al. (2000) support, emotional or transformational appeal influences more on the product acceptance by consumers than informational appeal. Under the affective quadrant of FCG grid (Vaughn, 1980), an advert requires the setting of the emotional echo to the consumer by first establishing the attention plus creating emotional arousal to the brand. In a service context, Matilla (1999) shows that emotional appeals will be more effective when the service will be provided.

Nomologically, research that follows the persuasion methodology has extended the point of difference between emotional and informational appeals to rational, functional or informational versus emotional and experiential message tactics. The studies however are concerned with the context of advertisements. Results suggest a high context specificity in the efficacy of either of the two message strategies, with the context being mostly operationalised in terms of product category and category-specific consumer attributes (e.g., obesity, product involvement). However, the different marketing objectives are disregarded as settings. Instead, the dependence variable that is most commonly used to show the superiority of the dual mediation model of advertising effectiveness is attitude towards the ad or brand (Lutz et al., 1983). According to this model, the consumer perceptions of an advertisement directly influence attitude towards this advertisement and indirectly influence brand cognition and attitude towards advertised brand (see Brown and Stayman, 1992). The current research assumption is that the dependent variable is to be varied to correct such limitations in the past to

solve the controversial results.

### **Age and Gender Impact on Advertisement Effects**

Research indicates that different people are not the same in terms of informational/emotional appeals (Ruiz and Sicilia, 2004). Regarding personal psychology, the needs of consumers in cognition and affect (McKay-Nesbit et al., 2011) are associated with the rational (cognitive) and emotional (affect) appeals. One of the variables that mediate advertising appeal and advertising effectiveness is age (Drolet et al., 2007). As Spero and Stone, (2004) observe, youths have to be emotionally involved. Young people must have an emotional connection to a brand, otherwise the brand will not succeed. Emotional appeals are therefore responsive to young consumers (Charles et al., 2003). Hence, there is a need to prove relationship between emotional and informative appeals to the social media advertising in the local context.

**H1: There is a significant relationship between emotional and informative appeals to the social media advertising.**

According to the literature, the older consumers are differing in reaction to message strategies as compared to younger consumers (Charles et al., 2003). Senior consumers also have higher liking and recall with emotional ads. Moreover, younger buyers have better memory of emotional than rational messages whereas, older buyers are more attracted to rational positive messages, in comparison to negative and emotional messages (McKay-Nesbit et al., 2011). Therefore, senior consumers are more expected to respond to informational appeals of ads comparing younger consumers.

**H2: Emotional appeals such as informativeness and creativity have a significant influence on consumers' responses to social media ads.**

Gender makes the matter. Women react in a different way to ads as compared to that of men and therefore, effective advertising is different between them (Moore, 2007). Noble et al. (2014) demonstrate that women are more susceptible to negative emotional appeals. Nonetheless, the evidence regarding how the gender affects the likability of an advertising appeal is conflicting: Naylor et al. (2008) did not find significant gender differences in respect to the impact of transformational (emotional) appeals. And, in the same way, Rosselli et al. (1995) discover that gender does not influence in any significant way appeals and advertisement effectiveness through emotional or rational appeals.

There should also be effects of gender when it comes to informational appeals. As an illustration, girls like image-oriented advertisements more than boys (Covell, 1992). Equally, men are more attracted to rational appeals comparing women (Hsu et al., 2013). Informational appeals can influence men more than a woman. Thus, the hypothesis as under aims at testing further the connection amid the emotional appeal of advertisements and gender.

**H3: Informative appeals have a significant influence on consumers' responses to social media ads.**

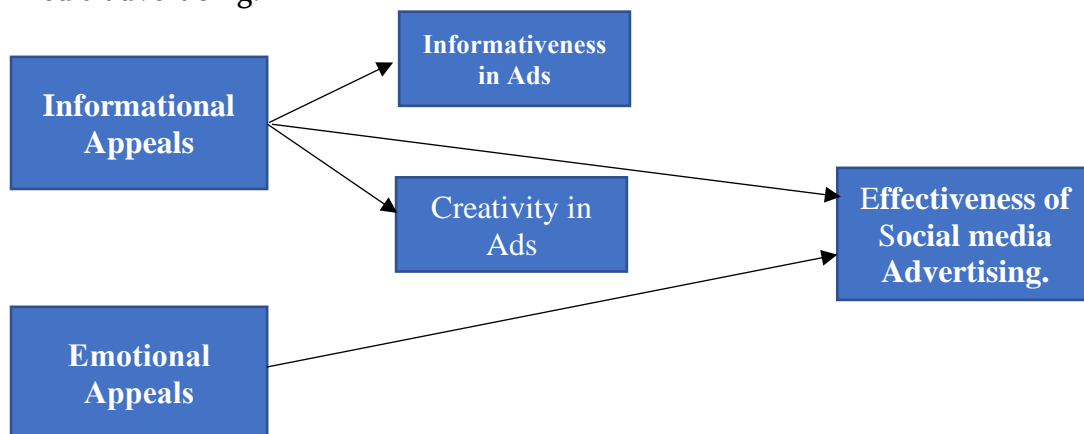
**H4: There is a significant difference among age groups in responding to social media**

ads.

**H5:** There is a significant difference towards type of appeal and persuasion effectiveness of social media ads.

### Theoretical Framework

This research study conceptualizes Social Media advertisement effectiveness as a concept that includes emotional appeal, informativeness and creativity and each has a possibility of impacting a positive online behavior. The purpose of this research is to discover empirically the antecedents of positive user behavior towards a SNS based on the persuasion theory. It suggests and experiments a theoretical framework of how the behavioral reaction of online users can be formed in relation to social media advertising.



This research perceives that effectiveness of Social Media advertising is hypothesized as dependent variable (DV) on whom impact of independent variables such as Emotional Appeals (IV1) and Informative Appeals (IV2) were measured through components such as Informativeness, and creativity to understand the contribution of appeals on effectiveness of social media advertisement.

## METHODOLOGY

### Research Design

Since this research aims to undertake numerical analysis, it follows that quantitative method has been chosen because it relies on numerical data and its various dimensions to establish relationship of theory with data (Saunders & Bezzina, 2015). Given these facts, the choice of the quantitative research method was made and this study adopted a quantitative, cross-sectional research design based on the positivist paradigm. A survey method was employed to collect numerical data suitable for statistical analysis and hypothesis testing (Akparobore & Omosekejimi, 2020).

### Sample And Data Collection

This research set a target of 400 sample population out of which a sample size of 300 (N) was finalized with a confidence interval of +5 percent which may be reached at 100 as a minimum (Saunders & Bezina, 2015). Individuals coming from SMEs conducting their activities in Pakistan are the unit of analysis, and the simple size was 300 SMEs due to the total items of 22 responses and Tanaka (1987) item

response theory 10 is the minimum of one response. Therefore, the sample size is 220 (22\*10=220).

Data were therefore, collected from 300 active social media users in Pakistan using an online questionnaire. Respondents were selected through random sampling to ensure diversity in age and gender. Participation was voluntary, and confidentiality was assured.

### Measurement Instrument

The questionnaire comprising 21 questions from three constructs such as Informativeness, Emotional Appeals and Effectiveness of Social Media Ads was adapted from the works of Ducoffe (1996); Jourdan (1999); Cutler et al. (2000); Alessandri et al. (2006); Mercanti Guerin (2008); Lee & Hong (2016); Teichert et al. (2018), consisted of two sections. The first section captured demographic information, while the second measured emotional appeals, informative appeals, and social media advertising effectiveness using five-point Likert Scale items (1 = strongly disagree, 5 = strongly agree). Adaptation of measuring items was based on known advertising and persuasion researches. The reliability analysis demonstrated that all constructs had a satisfactory internal consistency (Cronbachs alpha value is above 0.70).

### Data Analysis

Analysis of data was done with the help of SPSS. The descriptive statistics summarized the characteristics of the respondents and the Pearson correlation analysis was used to analyze the relationships between variables. Multiple regression analysis was used to test the hypothesized effects of emotional and informative appeals on advertising effectiveness. Cronbach alpha test was applied to check the constructs' reliability of the survey questionnaire.

### Results Of the Study

#### Demographic Statistics

**Table 1 Gender**

	<i>f</i>	%	Valid %	Cumulative %
Valid Male	159	53.0	53.0	53.0
Female	141	47.0	47.0	100.0
Total	300	100.0	100.0	

The demographic data indicate that the sample was made up of 300 individuals that were divided into 53 percent of male participants (n = 159) and 47 percent of female participants (n = 141). This shows that there is a fairly decent balance of gender distribution and both genders find sufficient representation in the study.

**Table 2 Age**

	<i>f</i>	%	Valid %	Cumulative %
Valid 19-20 Years	49	16.3	16.3	16.3
21-25 Years	62	20.7	20.7	37.0
26-30 Years	68	22.7	22.7	59.7
31-35 Years	67	22.3	22.3	82.0
36-40 Years'	54	18.0	18.0	100.0
Total	300	100.0	100.0	

The results on age-wise dispersal of the respondents displays that they are well diversified. The highest percentage of respondents belongs to the age category 26-30 years (22.7% of 68 people), 31-35 years (22.3% of 67 people), and 21-25 years (20.7% of 62 people).

The sample size of 192 is divided into 16.3 (n=49) respondents of age 19-20 years and 18.0 (n=54) of age 36-40 years. On the whole, the distribution is well-adjusted in terms of age categories.

**Table 3 Academic Qualification**

		<i>f</i>	%	Valid %	Cumulative %
Valid	Undergraduate	60	20.0	20.0	20.0
	Postgraduate	149	49.7	49.7	69.7
	Higher Education	91	30.3	30.3	100.0
	Total	300	100.0	100.0	

The profile of academic qualification of the respondents reveals that almost half of the sample are postgraduates (49.7, n = 149). This is supplemented by the respondents who have higher education (30.3% n = 91) and undergraduates comprise 20.0% (n = 60). In general, the sample is representative of a reasonably good educational level, and it is suitable to investigate the perception of the social media advertising and the storytelling appeals.

### Descriptive Statistics

**Table 4 Descriptive Statistics**

	N	Min	Max	Mean	Std. Deviation
Informativeness	300	1.50	5.00	3.8622	.98832
Emotional Appeals	300	1.00	5.00	3.9283	1.05387
Effectiveness of Social Media Advertisement	300	1.80	5.00	4.1253	.78329
Valid N (listwise)	300				

The results indicate that the respondents tended to have a positive attitude towards the social media advertisements. The perceived effectiveness is high as social media advertising was ranked as the highest in terms of mean score (M = 4.13, SD = 0.78). The mean of emotional appeals was also very high (M = 3.93, SD = 1.05) with informativeness coming right behind (M = 3.86, SD = 0.99). The standard deviations are low which shows that there is moderate variability in responses indicating a consistency in the perception of the respondents.

### Reliability Statistics

**Table 3 Reliability Statistics**

Constructs	No. of Items	Cronbach's Alpha
Informativeness	12	0.95
Emotional Appeals	4	0.89
Effectiveness of Social Media Advertisement	5	0.87
<b>Overall</b>	<b>21</b>	<b>0.96</b>

The results provide excellent internal consistency exists in all constructs. The reliability of Informativeness is very high (Cronbach 0.95) and then Emotional Appeals (0.89) and Effectiveness of Social Media Advertisement (0.87), which are above the acceptable mark of 0.70. The scale reliability is also extremely high (0.96), which proves the reliability of the measurement instrument and its appropriateness in the context of additional analysis.

### Correlations

**Table 6 Correlations**

		Effectiveness of Social Media Advertisement	Informativeness	Emotional Appeals
Effectiveness of	Pearson Correlation	1	.798**	.570**
Social Media	Sig. (2-tailed)		.000	.000
Advertisement	N	300	300	300
Informativeness		.798**	1	.882**
	Sig. (2-tailed)	.000		.000
	N	300	300	300
Emotional	Pearson Correlation	.570**	.882**	1
Appeals	Sig. (2-tailed)	.000	.000	
	N	300	300	300

\*\* . Correlation points significance at the 0.01 level (2-tailed).

The correlation analysis indicates that there are strong and statistically significant relations between the study variables. Informativeness ( $r = .798$ ,  $p < .01$ ) has a strong and positive relationship with effectiveness of social media advertising, which means that the more informative the content, the higher the perceived advertising effectiveness. It also positively correlates with emotional appeals ( $r = .570$ ,  $p < .01$ ) indicating emotional storytelling is also a significant element of advertisements. Also, the positive association among informativeness, emotional appeals is very strong ( $r = .882$ ,  $p < .01$ ), which means that in most cases, social media advertisements consist of informative and emotional storytelling. In general, these findings outline the goals of the study, as they prove that both emotional and informative appeals of stories are closely connected with the efficiency of social media advertisement.

## REGRESSION ANALYSIS

**Table 7 Relationship between Informativeness and Effectiveness of Social Media Advertisement**

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.683	.110		15.256	.000
	Informativeness	.632	.028	.798	22.859	.000

a. Dependent Variable: Effectiveness of Social Media Advertisement

b.  $R^2 = .637$ ,  $F = 522.547$ ,  $P < 0.001$

The regression model shows that the informativeness significantly and statistically positively influences the effectiveness of social media advertising. In the unstandardized coefficient  $B = 0.632$ ,  $p < .001$  implies that a one-unit change in informativeness, results in a 0.632-unit change in advertising effectiveness. There is a high effect size as indicated by the standardized coefficient ( $=0.798$ ). The model represents the 63.7% of the variance in the effectiveness of the advertisements ( $R^2 = .637$ ) and is statistically significant ( $F = 522.547$ ,  $p = .001$ ). These results align with the purpose of the research that informative storytelling appeals have a vast effect on the efficiency of the social media advertising.

## RELATIONSHIP BETWEEN EMOTIONAL APPEALS AND EFFECTIVENESS OF SOCIAL MEDIA

**Table 4 Advertisement**

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.460	.144		17.105	.000
	Emotional Appeals	.424	.035	.570	11.983	.000

a. Dependent Variable: Effectiveness of Social Media Advertisement

b.  $R^2 = .325$ ,  $F = 143.590$ ,  $P < 0.001$

The regression outcomes show that emotional appeals positively affect the effectiveness of social media advertising, but significantly. The unstandardized coefficient ( $B = 0.424$ ,  $p < .001$ ) indicates that an increase in emotional appeals by one-unit results in an increase in the advertising effectiveness by a 0.424 unit. The effect size is moderate as reflected by the standardized coefficient ( $= 0.570$ ). The model has an explanation of 32.5 percent in advertising performance ( $R^2 = .325$ ) and is statistically significant ( $F = 143.590$ ,  $p < .001$ ). These results confirm the aim that emotional storytelling appeals have a great impact on the success of social media advertising, but their predictive ability is weaker than informative appeals.

## DISCUSSION OF THE STUDY

The results of this research are solid empirical evidence of the usefulness of storytelling appeal in advertisements in social media. The two appeals, which

comprise informativeness and emotional appeal, were observed to have a profound influence on the effectiveness of social media advertisement, which validates the primary assumption of the research. Nevertheless, the findings also obviously suggest that informative storytelling appeals have a stronger effect compared to emotional appeals.

The regression analysis results show that a substantial portion of the variance in advertising effectiveness could be explained by informativeness ( $R^2 = .637$ ), which implies the importance of informativeness that could be achieved through the use of clarity, relevance, and usefulness of information in advertisements in the social media. It means that, consumers value advertisements that enhance the understanding, reduce uncertainty and enable consumers to make choices particularly in online platforms where information is normally overwhelming. These findings are in line with the persuasion knowledge and information-processing theories, which are concerned with cognitive evaluation in the effectiveness of advertising.

The emotional appeal also showed a great positive effect on advertising performance ( $R^2 = .325$ ), which means that emotions are strong in terms of attention attraction and establishment of positive attitudes. The general results of the findings show that storytelling of social media advertisement is a dual process in which both cognitive (informative) and affective (emotional) procedures engage in influencing advertising performance.

### **Findings Of the Study**

The results of the hypothesis test are an excellent empirical data to prove the persuasive power of storytelling appeals in advertising on social media. Its findings confirm the hypothesis that the most effective advertisements on social media are directly connected with the characteristics of storytelling, which confirms that a story-informed content is more likely to result in interaction and persuasion in the consumer. Both emotional and informative appeals demonstrated good positive correlations with advertisement performance which means that the importance of storytelling in the condition of digital advertising should be primarily considered.

The results further show that more convincing appeals in storytelling include informative appeals which are more effective in persuading the effectiveness of advertisement than emotional appeals. The outcome of the regression shows that informativeness characterizes a high percentage of the variation in advertising effectiveness that indicates that consumers attach high importance to the advertisement which conveys clear, relevant and useful information. This upholds cognitive processing views, including the Elaboration Likelihood Model (ELM), which holds that highly structured informational messages promote persuasion via central processing pathways, especially in a high-involvement digital setting.

It was also discovered that emotional storytelling appeals had a great effect on advertising performance, but the effects were comparatively lower. It means that emotional factors like empathy, excitement, or relatability are very important to attract attention and develop positive attitude but they can be applied best as a combination with substantive informational content. The close connection between

informative and emotional appeals is another indication that successful social media advertisement normally combines both appeal strategies as opposed to adopting one appeal strategy. Also, demographic characteristics like age and preference of appeal were identified to have an effect on the reaction to storytelling-advertising. The respondents who are younger and more digital expressed better responsiveness to both affective and informative appeals, and thus it is advisable to use the audience segmentation in social media advertisements.

### **Managerial Implications**

This research provides a number of practical implications to the marketers, advertisers, and social media administrators. First, marketers need to focus on informative storytelling when advertising in social media by explicitly conveying product features, benefits, information on how to use it, and value propositions. The more educative the content is to the consumer, the more it will be perceived as credible and effective and the advertising results will be strong. Second, informativeness is important but not to be disregarded but emotional appeals should not be overlooked either.

The employment of emotional storytelling can be used strategically to gain attention, improve the recollection of the message, and provide emotional appeal to the audience. Managers ought to strive to create adverts that combine both emotional and informative messages, as opposed to utilizing emotional messages as a point of reference.

### **Theoretical Contributions**

The research study addresses the literature on SM advertising and persuasive communication in several critical ways. To start with it also builds upon the theories of persuasion and storytelling since it empirically proves the inequality in the influence of emotional and informative appeals in a digital advertising environment. Though these appeals have been considered separately in previous studies, the present study identifies their complementary and parallel nature and thus, the dual-process persuasive models, together with the Elaboration Likelihood Model (ELM) that explains persuasion as a process that is both cognitive (informational) and affective (emotional) in nature.

Second, the results add to the literature on digital marketing and advertisement efficacy by proving informativeness to be a strong predictor of the advertising efficacy in social media space. This questions a widespread belief that online engagement and persuasion is driven by emotional content only, providing a subtler theoretical explanation of how consumers decode advertising information in the information-saturated digital environments. Third, the study contributes to the social media storytelling theory since it empirically confirms that storytelling appeals are quantifiable constructs that determine the results of advertisement.

### **Limitations Of the Study**

This study has some limitations even though it makes contributions. One, the study was based on self-reported information which could have been subjected to response bias and social desirability. Second, the research employed cross-sectional

research design that does not tolerate to bear causal conclusions between storytelling appeals and advertising effectiveness. Third, only a particular group of demographics was included in the sample, and this could decrease the applicability of the results to the rest of the population or other cultural backgrounds.

### **Future Research Directions**

These limitations can be overcome in future studies in a number of ways. The research designs that would help determine the causal relationships between emotional and informative appeals and consumer responses may be longitudinal or experimental research designs. Additional research can also be done on other variables like trust, credibility, engagement or the influencer characteristics as mediators or moderators of the process of persuasion.

Analysis of various social media platforms and types of content (e.g., short-form videos, live stream, influencer endorsements) may give further information on the effectiveness of platforms in terms of storytelling. Furthermore, the effects of storytelling appeal on real consumer behaviors such as purchasing decisions, brand promotion and retention over time in various cultural and demographic settings can be explored in future studies. Age was found to significantly moderate responses to advertising appeals, with younger respondents showing greater responsiveness to emotional content. Gender differences were minimal and did not substantially alter the effect

## **CONCLUSION**

This study aimed to analyze the effectiveness of emotional and informative appeal in social media advertisements and its effect on consumer attitudes, involvement and behavioral intentions. The results emphasize the idea that both types of appeal contribute to advertising effectiveness in digital settings in a very important but different way. The main mechanism of emotional appeals is the appeal to the affective emotions: empathy, excitement, nostalgia, or fear, which attract attention and create instant psychological associations with adverts. Comparatively, informative appeals complement persuasion by engaging in the thoughts of the consumers and supplying them with facts about products, utility, and other rationalizations that justify the use of products.

The outcomes indicate that emotional appeals tend to work especially well to increase engagement measures like likes, shares, and comments; since they appeal to the personal values and life experiences of users. Emotional messages are memorable and drive social engagement in the overcrowded social media landscape thus boosting message diffusion and awareness of the brand. Emotional stories also help in better brand recall and positive brand attitudes particularly where advertisements are matched with culturally pertinent themes and genuine storytelling. Nevertheless, emotional appeals on their own might not be able to have lasting persuasion without credible or relevant information.

On the other hand, informative appeals prove to be more persuasive in perceived credibility, trust and purchase intention particularly when dealing with

high-involvement products and services. In conclusion, this study demonstrates that emotional and informational appeals are not antagonistic strategies of advertising in social media, but are complementary. In a context sensitive and joint use, their effect is far more convincing, consumer-altering, and behavior-inducing.

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