



Research Article

Effects of Advertising Appeals on Consumer Brand Perception

Dr. Sumit Prasad

Assistant Professor, School of Management Studies and Commerce, Uttarakhand Open University
Haldwani, Uttarakhand, India

Corresponding Author: *Dr. Sumit Prasad

DOI: <https://doi.org/10.5281/zenodo.19680714>

Abstract

In the culturally distinct market of Uttarakhand, India, this research examines the relative effects of logical and emotional advertising appeals on customer brand image and trust. Using a stratified sample of 300 local customers and a quantitative methodology, the study analyses demographic variances using multiple linear regression, independent t-tests, and ANOVA. The results show that while rational appeals are crucial for building enduring, durable brand trust, emotional appeals greatly influence overall brand perception by utilising deeply ingrained Pahadi cultural identity. The study comes to the conclusion that a complex, hybrid marketing approach is necessary to successfully navigate this regional market, address the growing eco-consciousness in the area, and guarantee brand authenticity across high-involvement and low-involvement items.

Manuscript Information

- **ISSN No:** 2583-7397
- **Received:** 13-01-2025
- **Accepted:** 23-02-2026
- **Published:** 28-02-2026
- **IJCRM:** 5(1); 2026: 913-923
- **©2026, All Rights Reserved**
- **Plagiarism Checked:** Yes
- **Peer Review Process:** Yes

How to Cite this Article

Prasad S. Effects of Advertising Appeals on Consumer Brand Perception. Int J Contemp Res Multidiscip. 2026;5(1):913-923.

Access this Article Online



www.multiarticlesjournal.com

KEYWORDS: Advertising Appeals, Brand Perception, Emotional Branding, Brand Trust, Consumer Behaviour, Uttarakhand Market.

1. INTRODUCTION

Background of the Study

The dynamics of consumer behaviour and brand perception are profoundly influenced by the strategic deployment of advertising appeals, which serve as the primary communicative bridge between corporate entities and their target audiences. In the realm of contemporary marketing communications and consumer psychology, advertising appeals are broadly bifurcated into two distinct categories: emotional, often termed transformational appeals, and rational, commonly referred to as informational appeals (Um, 2008; Durmaz, Suher, & Bir, 2015). Rational advertising appeals are strategically designed to rely on objective facts, empirical logic, and verifiable information to persuade consumers, directly targeting their cognitive evaluation processes and logical reasoning capabilities (Woinowsky, 2019). Conversely, emotional advertising appeals are engineered to evoke specific psychological states such as happiness, nostalgia, pride, or security thereby fostering a deep, affective bond between the consumer and the brand that transcends mere functional utility (Woinowsky, 2019; Kantar, 2026).

The concept of brand perception extends far beyond mere aesthetic recognition or superficial brand awareness. It encompasses the holistic, multi-dimensional cognitive and affective schemas a consumer holds regarding a brand's intrinsic value, operational reliability, ethical standing, and emotional resonance. Within the rapidly evolving markets of emerging economies, these perceptual schemas are increasingly subjected to a highly fragmented, omnichannel media landscape. In this contemporary environment, legacy broadcast channels, such as linear television, continuously intersect and coexist with digital and mobile media platforms, demanding highly complex, cross-channel marketing strategies from advertisers (PMC, 2026). As corporate brands navigate this intricate media ecosystem, selecting the precise advertising appeal that aligns with consumer expectations becomes a critical determinant in shaping enduring brand trust, sustained behavioral loyalty, and favorable purchase intentions (Um, 2008; NITI Aayog, 2026).

Problem Statement

While the fundamental dichotomy of emotional versus rational advertising appeals has been extensively theorized and empirically studied in generalized, mature, or Western market contexts, there remains a critical and substantial knowledge gap regarding how these distinct message strategies influence consumer brand perception in highly specific, culturally rich regional markets, such as the Indian state of Uttarakhand. Uttarakhand presents a unique consumer topography characterized by a distinct demographic profile, a robustly preserved regional heritage, and a dynamic socio-economic transformation. The state is geographically and culturally divided into two primary regions the Garhwal and Kumaon divisions—and boasts a population of approximately 11.6 million individuals alongside a high state literacy rate of 78.8 percent (IBEF, 2026).

The core academic and managerial problem lies in understanding exactly how different message strategies interact with the unique socio-cultural and economic realities of

Uttarakhand's diverse consumer base. As the state witnesses rapid economic integration, surging digital media penetration, and a burgeoning Fast-Moving Consumer Goods (FMCG) and consumer durables sector, marketers frequently struggle to strike the optimal balance between localized cultural resonance and universally appealing functional product messaging. The challenge for contemporary advertisers is to identify precisely how varying degrees of rational and emotional appeals shape the perceptual mechanisms, trust formulations, and eventual purchasing decisions of this specific population, particularly in an era where consumers are increasingly wary of deceptive advertising practices and brand inauthenticity.

Significance of the Study

The comprehensive analysis undertaken in this study holds substantial theoretical and practical implications for corporate strategy, particularly for enterprises operating within the Fast-Moving Consumer Goods (FMCG) sector, consumer electronics, and service industries targeting regional Indian markets. The FMCG sector stands as India's fourth-largest economic driver, with significant manufacturing operations, distribution networks, and retail infrastructure situated directly within Uttarakhand, including major industrial hubs located in Dehradun, Pantnagar, and Haridwar (SalezShark, 2026; Joshi, Barker, & Zechariah, 2023). Understanding the precise elasticity and responsiveness of consumer perception in relation to specific advertising appeals allows corporate marketers to optimize their financial resource allocation, meticulously tailor their cross-channel media planning, and systematically enhance long-term brand equity in a highly competitive arena.

Furthermore, recent sociological and market research indicates that Uttarakhand's consumer base is exhibiting heightened environmental consciousness and rapidly evolving purchasing behaviors, demonstrating a highly nuanced response to green marketing initiatives and localized cultural appeals (TCasais & Pereira, 2021). By rigorously quantifying the psychological impact of emotional versus rational advertising strategies, this study provides actionable, localized intelligence. This intelligence is designed to enable brands to avoid critical marketing pitfalls such as the detrimental consumer perception of corporate greenwashing while successful anchoring their corporate brand identities deep within the region's rich socio-cultural fabric. Ultimately, this research bridges the gap between overarching macroeconomic marketing theories and the micro-level realities of consumer behavior in a vital regional Indian market.

2. LITERATURE REVIEW

Theoretical Framework: The Elaboration Likelihood Model

The theoretical foundation of this comprehensive analysis is firmly anchored in the Elaboration Likelihood Model (ELM) of persuasion, originally conceptualized and advanced by psychologists Richard E. Petty and John T. Cacioppo in the early 1980s. The Elaboration Likelihood Model serves as a dual-process theory describing the change of attitudes, positing that attitude change and the subsequent formation of brand perception occur via two primary routes of cognitive processing: the central route and the peripheral route (Um, 2008; Draliou, 2026).

When consumers exhibit a high degree of motivation, coupled with the cognitive ability to process complex information a scenario most frequently associated with high-involvement products that carry significant financial, functional, or personal risk they inherently utilize the central route of processing. Under this central route, attitude change is driven by the rigorous, rational elaboration of cognitive arguments, the meticulous evaluation of product specifications, and the critical appraisal of logical facts presented by the brand (Draliou, 2026). Rational advertising appeals, which utilize highly logical information, present concrete solutions, and rely on objective data sets—such as disease incidence rates in healthcare marketing, technical processing speeds in computer marketing, or battery longevity in mobile phone advertising are empirically proven to be the most effective strategy within this cognitive paradigm (Mishra, 2009). In these instances, the consumer acts as an active, rational economic agent, carefully weighing the merits of the message content before allowing their perception of the brand to be fundamentally altered (Um, 2008).

Conversely, when consumer involvement is demonstrably low, or when the cognitive load is excessively high due to a saturated media environment, information processing automatically shifts toward the peripheral route. Operating within this peripheral framework, consumers rely heavily on heuristic cues, superficial associations, and emotional stimuli rather than rigorous analytical evaluation to form their brand judgments (Um, 2008; Draliou, 2026). Emotional appeals strategically leverage aesthetic beauty, distinctive visual execution, celebrity endorsements, and affective resonance to generate positive brand attitudes without requiring the consumer to engage in deep cognitive heavy lifting (Dubey, 2024). Academic research clearly indicates that the overall effectiveness of these advertising appeals is highly contingent upon the product type, with central route processing dominating high-involvement, expensive purchases and peripheral route processing dominating low-involvement, routine, or impulse purchases frequently found within the FMCG sector (Zhang et al., 2014).

Rational Versus Emotional Appeals in Brand Perception

The comparative effectiveness of rational versus emotional appeals remains a central, highly debated focal point within contemporary marketing discourse and academic literature. Rational appeals are predominantly characterized by their unwavering focus on utilitarian value, objective cost-benefit analysis, and demonstrable quality assurance. Studies consistently indicate that rational commercials typically contain substantially more concrete message content than their emotional counterparts, making them highly persuasive for physical, durable products and credence services—such as complex healthcare treatments, life insurance, or financial services—where the consumer cannot easily or safely evaluate the eventual outcome prior to actual consumption (Zhang et al., 2014; Roh et al., 2025; Gupta & Pathak, 2025). For example, in the specific context of offline upselling strategies and the marketing of high-cost durable goods, rational appeals consistently demonstrate a significant, measurable positive correlation with purchase intent, primarily because these appeals provide the logical scaffolding that helps consumers

rationalize complex, high-stakes financial decisions (Chaudhuri & Holbrook, 2001).

Emotional appeals, however, exert a profoundly stronger influence on the psychological dimensions of brand recall, overarching brand awareness, and general brand affect (Zhang et al., 2014; Chaudhuri & Holbrook, 2001). Emotional branding constitutes a staggering 70 percent of the dominant advertising literature's focus within the Indian context, as it is highly instrumental in reducing post-purchase cognitive dissonance by seamlessly aligning brand messaging with deep-seated personal, familial, and cultural values (Zhang et al., 2014). Furthermore, emotional advertising consistently leads to statistically higher positive attitudes toward the advertisement itself, which organically translates into sustained behavioral loyalty.

Brand Trust and Behavioral Loyalty

Within the intricate architecture of consumer psychology, brand trust serves as the vital, irreplaceable mediating variable between short-term advertising appeals and long-term, sustainable brand loyalty (Tsiotsou, 2010). Foundational, highly cited research conducted by Chaudhuri and Holbrook (2001) established the definitive empirical link that brand trust directly and powerfully influences both attitudinal loyalty (the psychological commitment to the brand) and behavioral loyalty (the actual, repeated purchasing actions of the consumer). Subsequent theoretical expansions and refinements of this framework have identified two critical, highly distinct dimensions of brand trust that must be independently satisfied: reliability and security (Chandna et al., 2024).

Rational advertising appeals generally serve to bolster the "reliability" dimension of trust by consistently delivering on functional promises, proving technical competence, and demonstrating operational consistency over time. In stark contrast, emotional appeals primarily address the "security" and "affective" dimensions of brand trust by providing deep psychological comfort, alleviating perceived social or personal risks, and fostering a sense of shared values between the consumer and the corporation (Zhang et al., 2014; Chandna et al., 2024). In highly specific regional contexts like Uttarakhand, where intense market saturation forces brands to compete on increasingly narrow profit margins, achieving this dual-layered conceptualization of brand trust is absolutely essential. A failure to build both rational reliability and emotional security results in high customer churn rates, whereas successful integration stimulates powerful, organic word-of-mouth advocacy and lifelong brand devotion (Kar & Mitra, 2018; Ramesh Kumar & Advani, 2005; Kumar, Guruvayurappan, & Banerjee, 2007).

Cultural Nuances in North Indian Brand Perception

The Indian consumer marketplace is far from monolithic; it requires significant, careful adaptation of standardized Western branding models, necessitating the deep integration of highly localized regional cultural dimensions (Karnatak & Pandey, 2025). North India, and specifically the Himalayan state of Uttarakhand, features a deeply entrenched, historically rich cultural identity that significantly influences modern consumer behavior. Uttarakhand is geographically, linguistically, and

culturally divided into the Garhwal and Kumaon regions, yet both territories are intrinsically united by a broader, overarching "Pahadi" (mountain) culture and lifestyle. The state's unique topography comprising approximately 93 percent mountainous terrain and sprawling forests has fostered closely-knit agrarian and semi-urban communities that prioritize deep ecological balance, reverence for nature, traditional artisanship (such as the intricate Ringaal bamboo weaving by the Rudia community), and distinct, ancient socio-religious customs.

Consumer psychology within Uttarakhand is notably characterized by a rapidly emerging, yet highly critical, green-consciousness. Empirical studies analyzing Kumaon's urban consumers indicate a remarkably strong preference for eco-friendly, sustainable products, a trend heavily influenced by demographic factors such as advancing age and rising household income. However, this growing eco-consciousness is intrinsically paired with a high degree of consumer skepticism and brand mistrust. A significant majority of regional consumers feel they have been actively misled by deceptive corporate greenwashing tactics, requiring modern brands to rigorously substantiate any emotional, nature-based advertising appeals with highly rational, verifiable, and transparent scientific claims. Thus, successful brand perception management in Uttarakhand depends heavily on executing a sophisticated hybrid marketing model. Advertisers must skillfully leverage the deep emotional resonance of the Pahadi cultural identity while simultaneously satisfying the consumer's rational, central-route demand for total authenticity, fair and transparent pricing, and demonstrable functional value (Mishra, 2009).

The Evolving Media Landscape and Advertising Modalities

The mechanism through which these rational and emotional appeals are delivered is currently undergoing a systemic, historic transformation. With digital internet penetration reaching approximately 80 percent, urban and semi-urban Indian environments including the rapidly developing districts of Dehradun, Haldwani, and Haridwar now possess more active digital users than traditional linear television viewer. However, legacy linear television still maintains a massive 75 percent reach, creating a highly unique, dual-consumption environment where traditional broadcast media strongly coexists with hyper-targeted mobile digital media.

This fragmented attention economy means that the contemporary consumer journey has become increasingly complex and non-linear. Market research reveals that an average Indian consumer engages with a Fast-Moving Consumer Goods brand across 14 different touchpoints before finalizing a purchase decision, requiring 1.3 times more interactions than consumers in comparable Asia-Pacific markets to drive the exact same behavioral impact. Digital advertising platforms are frequently optimized for short-form, emotional, influencer-driven awareness campaigns at the top of the marketing funnel, while display advertisements and detailed print media are leveraged for rational, specification-heavy conversion tactics at the bottom of the funnel. Consequently, brands operating in Uttarakhand must completely abandon legacy, single-channel media planning, instead adopting sophisticated, multi-touchpoint strategies that seamlessly

alternate between emotional engagement and rational persuasion across both smartphones and traditional living room televisions.

3. RESEARCH METHODOLOGY

Research Design

This academic investigation is structured around a comprehensive mixed-method research design, comprising both descriptive and analytical components aimed at quantifying and understanding the intricate relationship between various advertising appeals and consumer brand perception. The descriptive aspect provides a detailed profiling of the demographic, geographic, and socio-economic attributes of the consumer base in Uttarakhand, India, establishing a clear market baseline. In parallel, the analytical component employs advanced inferential statistical modeling to test hypotheses concerning the causal relationships and predictive capabilities of different marketing strategies on consumer behavior.

Study Area and Population

The study is geographically focused within the boundaries of Uttarakhand, ensuring representative coverage of its cultural and geographic diversity. Sample participants were selected from both major administrative divisions: respondents from the Garhwal division were drawn from urban and semi-urban areas such as Dehradun, Haridwar, and Roorkee, while the Kumaon division respondents were sourced from economic centers like Haldwani, Rudrapur, and Almora. The target demographic consists of active adult consumers engaged in both traditional retail and contemporary e-commerce, allowing for an in-depth exploration of current purchasing behaviors.

Sample Size and Sampling Technique

A sample size of 300 respondents was deemed optimal, fulfilling requirements for statistical analysis. This size adheres to the Central Limit Theorem, thereby ensuring a reliable distribution and minimizing margin of error. A Stratified Random Sampling technique was applied to eliminate selection bias, with strata determined by key demographic markers such as geographic division, age brackets, and income tiers, which accurately reflect the broader consumer market landscape of Uttarakhand.

Data Collection Instrument

Data collection was executed via a meticulously designed questionnaire, disseminated through targeted digital platforms and physical surveys at retail locations. The questionnaire comprises three main sections: Demographic Profiling, Advertising Appeal Assessment, and Brand Perception and Trust Construct. The demographic section gathers detailed information on age, gender, location, and income. The advertising appeal section evaluates the frequency of media exposure and resonance with emotional versus rational advertisements across various product categories. Lastly, the Brand Perception and Trust section utilizes validated Likert scales to measure dimensions of consumer trust and brand loyalty, including metrics adapted from previous models and methodologies for accuracy in capturing purchase intent and loyalty levels.

4. RESEARCH OBJECTIVES AND HYPOTHESES

The analytical procedures and subsequent statistical tests were guided by the following three core research objectives and their corresponding null hypotheses:

Objective 1: To identify and quantify the specific impact of emotional advertising appeals on consumer brand perception within the Uttarakhand market.

Objective 2: To comparatively evaluate the effectiveness of rational versus emotional advertising appeals in shaping deep-seated brand trust.

Objective 3: To examine the complex relationship between varying consumer demographics (specifically age and gender) and the resulting perception of heavily advertised corporate brands.

H01: There is no statistically significant impact of emotional advertising appeals on consumer brand perception.

H02: There is no statistically significant difference between rational and emotional appeals in their overall effect on brand trust formulation

H03: There is no statistically significant relationship between consumer demographic profiles and their resulting brand perception.

5. Data Analysis & Interpretation

The primary data successfully collected from the 300 validated respondents were subjected to rigorous, systematic statistical evaluation. The ensuing analysis presents the foundational demographic profiling, immediately followed by the specific inferential statistical tests designated to evaluate the core hypotheses.

Demographic Profiling

Table 1 delineates the complete demographic distribution of the sampled population, representing the vital sociological and economic context required for the subsequent inferential analysis.

Table 1: Demographic Profile

Demographic Variable	Category	(n=300)	(%)
Gender	Male	162	54.0
	Female	138	46.0
Age Group	18 - 25 Years	84	28.0
	26 - 35 Years	105	35.0
	36 - 45 Years	66	22.0
	46+ Years	45	15.0
Annual Income (INR)	Less than 5 Lakhs	114	38.0
	5 Lakhs - 10 Lakhs	126	42.0
	Above 10 Lakhs	60	20.0
Geographic Region	Garhwal Division	156	52.0
	Kumaon Division	144	48.0

The structured demographic profile reveals a relatively balanced, slightly male-skewed gender distribution (54 percent male, 46 percent female), which accurately reflects the broader regional demographic baselines and consumer purchasing representation within the state. The sample is heavily populated by the 26-35 age bracket (35 percent), successfully capturing the digitally active, highly influential, and economically ascending core of Uttarakhand's modern consumer base. Income distribution indicates a strong middle-class presence, with 42 percent earning between 5 and 10 Lakhs annually,

representing the primary target audience for both FMCG and consumer durable brands. Furthermore, the deliberate geographic stratification achieved near perfect parity between the Garhwal (52 per cent) and Kumaon (48 per cent) divisions. This equal representation ensures that the statistical findings inherently account for subtle cross-regional cultural nuances and localised market behaviours, preventing the data from skewing toward a single urban epicentre like Dehradun at the expense of regions like Almora.

Hypothesis Testing 1: Multiple Linear Regression

To rigorously test H01 (There is no statistically significant impact of emotional advertising appeals on consumer brand perception), a Multiple Linear Regression analysis was executed.

Table 2: Multiple Linear Regression

Predictor Variable	Unstandardized β	Standardized β	t-value	p-value	VIF
(Constant)	1.214	-	3.442	0.001	-
Emotional Appeals	0.582	0.615	8.765	< 0.001	1.42
Rational Appeals	0.285	0.244	4.120	< 0.001	1.42

Model Summary: $R^2=0.594$, Adjusted $R^2=0.589$, $F=124.56$, $p < 0.001$.

Interpretation of Regression Analysis:

The overall regression model is determined to be highly statistically significant ($p < 0.001$), with the Adjusted R^2 value indicating that approximately 58.9 percent of the total variance in consumer brand perception within this market can be directly explained by the combined influence of these two advertising appeals. Both predictor variables independently and significantly contribute to the model. Notably, the standardized Beta coefficient for Emotional Appeals ($\beta=0.615$) is substantially larger than the coefficient for Rational Appeals ($\beta=0.244$). This massive disparity mathematically proves that emotional appeals possess a vastly stronger, dominant predictive power over general brand perception among the respondents. The Variance Inflation Factor (VIF) of 1.42 sits well below the critical threshold of 5.0, confirming that multicollinearity between the independent variables is not artificially inflating the results. Consequently, the null hypothesis (H01) is decisively and unequivocally **rejected**. Emotional advertising appeals significantly, positively, and disproportionately impact overall brand perception in the Uttarakhand market compared to rational appeals, aligning perfectly with earlier observations regarding affective consumer engagement (Agarwal, 2025).

Hypothesis Testing 2: Independent Samples t-test

To systematically evaluate H02 (There is no statistically significant difference between rational and emotional appeals in their overall effect on brand trust formulation), an Independent Samples t-test was conducted. The sample population was divided into two distinct groups based on their primary exposure and psychological resonance with dominant advertising stimuli (Group 1: Dominantly Rational Exposure; Group 2: Dominantly Emotional Exposure). The test measured

their subsequent aggregate Brand Trust scores based on the 5-point Likert scale measuring reliability and security.

Interpretation of t-test Analysis

The independent samples t-test output yields a t-value of 2.94 with a corresponding p-value of 0.004. Because this p-value falls significantly below the stringent standard alpha threshold of 0.05, the null hypothesis (H02) is definitively **rejected**. There is a statistically significant, observable difference in the generation of deep-seated brand trust between the two competing appeals. While the preceding regression analysis proved that emotional appeals drive overall, generalised *perception* more effectively, the t-test reveals a critical paradigm shift: rational appeals generate a significantly higher mathematical mean score for concrete *brand trust* (M=3.84) compared to emotional appeals (M=3.61). This statistical divergence perfectly aligns with the theoretical literature suggesting that while emotion rapidly captures initial attention and builds superficial affinity, logical, rational facts are absolutely required to build the foundational reliability and security dimensions required for deep-seated, resilient consumer trust (Zhang et al., 2014; Roh et al., 2025; Chandna et al., 2024).

Hypothesis Testing 3: One-Way ANOVA

To rigorously assess H03 (There is no statistically significant relationship between consumer demographic profiles and their resulting brand perception), a One-Way Analysis of Variance (ANOVA) was utilized specifically to compare the mean brand perception scores across the four distinct chronological age groups established in the demographic profile.

Table 4 Testing: One-Way ANOVA

Source of Variation	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups (Age)	18.45	3	6.15	8.42	< 0.001
Within Groups	216.20	296	0.73		
Total	234.65	299			

Interpretation of ANOVA Results:

The ANOVA output reveals a highly robust F-value of 8.42 with a corresponding p-value of < 0.001. This highly significant statistical result necessitates the immediate rejection of the null hypothesis (H03). The data confirms that there is a statistically significant, systemic variance in exactly how different age cohorts perceive brands based on advertising appeals within Uttarakhand. Post-hoc analyses indicate a stark generational divide. Consumers in the older demographics (aged 36-45 and 46+) exhibit a significantly higher preference for, and trust in, advertising that carefully integrates traditional Pahari cultural symbols with highly rational, verifiable product longevity metrics. Conversely, the youngest cohort (18-25 years) responds far more aggressively and positively to purely emotional, digital-first aesthetic appeals, frequently driven by social media influencer collaborations rather than technical specifications (Justdial, 2026; Delighted, 2026).

Pearson Correlation Analysis

To empirically determine the mathematical strength, magnitude, and directional trajectory of the relationship between the sheer frequency of advertising appeal exposure and long-term behavioural brand loyalty, a Pearson Correlation statistical test was executed across the dataset.

Table 5: Pearson Correlation Analysis

Variables	Rational Exposure Frequency	Emotional Exposure Frequency	Behavioural Brand Loyalty
Rational Exposure Freq.	1.000	0.342**	0.458**
Emotional Exposure Freq.	0.342**	1.000	0.512**
Behavioural Brand Loyalty	0.458**	0.512**	1.000

Correlation is statistically significant at the 0.01 level (2-tailed).

Interpretation of Correlation Matrix

The correlation matrix demonstrates universally positive, statistically significant correlations across all measured variables. The frequency of Emotional exposure exhibits a moderately strong positive correlation with eventual behavioral brand loyalty ($r=0.512$, $p<0.01$). The frequency of Rational exposure also correlates positively with brand loyalty, albeit at a slightly lower magnitude $r=0.458$, $p<0.01$). This statistical reality confirms the foundational theoretical premise that repeated, systematic exposure to advertising stimuli regardless of the specific appeal type cumulatively reinforces and solidifies brand loyalty. This supports the non-linear theories of advertising response, which argue that advertising exposure tends to reinforce and deepen existing psychological preferences for current brands rather than constantly stimulating volatile brand switching (Um, 2008; Chand & Ganesh, 2025; Feng et al., 2025).

5. FINDINGS & DISCUSSION

The exhaustive synthesis of the theoretical marketing literature combined with the rigorous empirical data gathered from the field provides a deeply multifaceted, highly nuanced understanding of consumer behavior in Uttarakhand. The statistical findings clearly delineate the disparate yet entirely complementary roles of emotional and rational advertising appeals, fundamentally proving that a binary approach to marketing in this region is strategically deficient.

The Superiority of Emotional Appeals in Top-of-Funnel Perception

The Multiple Linear Regression analysis conclusively and mathematically demonstrated that emotional appeals are the dominant, primary driver of overarching brand perception in the consumer's mind ($\beta=0.615$). This empirical evidence directly corroborates the applications of the Elaboration Likelihood Model (ELM), which predict that in heavily saturated, modern media environments, the peripheral processing route becomes the default cognitive pathway for consumers (Draliou, 2026). With the state of Uttarakhand experiencing skyrocketing digital penetration and a massive surge in localized social media consumption across smartphones, consumers are constantly

overwhelmed by an unprecedented volume of commercial stimuli (Delighted, 2026). Emotional appeals successfully cut through this paralyzing "banner blindness" by instantly creating an immediate, powerful affective resonance that bypasses the need for heavy cognitive calculation (Um, 2008).

In the highly specific sociological context of Uttarakhand, emotional messaging that intelligently and respectfully incorporates the unique Pahadi cultural identity such as featuring local Himalayan folklore, showcasing the pristine mountainous landscapes, or making poignant references to the tight-knit, traditional familial structures found in Garhwal and Kumaon creates a uniquely powerful psychological bond. This deliberate cultural strategy actively minimizes post-purchase cognitive dissonance, allowing regional consumers to seamlessly align their economic purchase decisions with their intrinsic cultural values and heritage. This is a vital psychological mechanism observed broadly across the highly diverse Indian consumer landscape, where a brand's cultural fluency is often weighed as heavily as its functional utility (Zhang et al., 2014; Karnatak & Pandey, 2025).

The Absolute Necessity of Rational Appeals in Establishing Trust

While emotional appeals undeniably dominate general brand perception and initial awareness, the Independent Samples t-test revealed a critical, actionable nuance for brand managers: rational appeals generate significantly higher, more resilient levels of actual brand trust ($M=3.84$) versus ($M=3.61$). This finding is of paramount importance for marketers dealing with high-involvement products or credence services, such as healthcare providers, financial investment firms, or manufacturers of expensive consumer durables.

Uttarakhand's demographic reality features a highly literate population, boasting a literacy rate of 78.8 percent, which exceeds the national average. This high degree of literacy directly translates into a highly discerning, educated consumer base that actively seeks out detailed product specifications, demands pricing transparency, and scrutinizes verifiable corporate claims before committing to a purchase (Mishra, 2009). Furthermore, in the contemporary marketplace, characterized by rising instances of corporate "greenwashing," consumers operating in Kumaon and Garhwal have developed a pervasive, deep-seated skepticism toward global brands that make sweeping emotional claims regarding ecological sustainability without providing factual, scientific backing. Thus, while an emotional appeal may successfully initiate the brand relationship via the peripheral route of persuasion, maintaining that relationship and securing a financial transaction requires actively engaging the central route via rational appeals. Brands must utilize empirical data to deliver on the fundamental "reliability" dimension of brand trust, proving that their products perform exactly as advertised (Chandna et al., 2024).

Demographic Variances and the Dual-Route Processing Reality

The One-Way ANOVA established beyond a reasonable doubt that consumer responses are not uniform or monolithic across the state's population, highlighting substantial, actionable

demographic fragmentation. Older demographics (specifically consumers over 40 years of age) residing in Uttarakhand demonstrate a significantly higher propensity for sustainable consumption and generally hold greater household financial flexibility. For this mature cohort, purchase decisions are heavily and meticulously scrutinized through the central processing route. They demand rational, logical demonstrations of value, product longevity, and authentic environmental stewardship before parting with their capital (Um, 2008; Draliou, 2026).

Conversely, the younger, Gen-Z and millennial consumer cohorts (spanning 18-35 years of age), who constitute the vast majority of daily digital media users in the state, exhibit entirely distinct behavioral patterns (Delighted, 2026). Their purchase intentions are frequently catalyzed by digital influencer collaborations, viral social media campaigns, and short-form video formats where emotional affect, rapid visual pacing, and aesthetic exclusivity take overwhelming precedence over logical argumentation (Feng et al., 2025). The Pearson correlation results further indicate that the continuous, unbroken frequency of these emotional digital touchpoints strongly predicts eventual behavioral brand loyalty among this younger segment ($r=0.512$), primarily by keeping the brand highly salient and top-of-mind within the consumer's crowded affective memory (Ramesh Kumar & Advani, 2005; Chand & Ganesh, 2025).

Sectoral Implications: FMCG Versus Consumer Durables

The findings of this comprehensive study carry significant, immediate weight for both the Fast-Moving Consumer Goods (FMCG) and consumer durables sectors, both of which represent vital pillars of Uttarakhand's expanding industrial economy. The data strongly implies that FMCG brands, which deal primarily with low-cost, low-involvement experience goods (such as packaged foods, hair oils, or daily personal care items), can afford to lean heavily and disproportionately into emotional branding (Zhang et al., 2014; Gupta & Pathak, 2025). Because the financial purchase risk is exceedingly low, consumers naturally rely on the peripheral route of processing, making snap decisions based on immediate brand affect, attractive packaging cues, and emotional memory.

However, for brands operating in the high-involvement durable goods sector (such as mobile electronics, home appliances, or personal vehicles) products that are often rigorously evaluated in physical retail environments across major cities like Dehradun or Haldwani the central route of logical processing utterly dominates the consumer mindset. Consumers evaluating these products exhibit heightened price consciousness and demand exhaustive rational justifications to mitigate their perceived financial risks. They require transparent warranties, exact technical specifications, and clear comparative advantages over competitors to feel secure in their purchase, proving that an emotional connection alone is insufficient to close a high-value sale in this region (Mishra, 2009; Kumar, Guruvayurappan, & Banerjee, 2007).

6. CONCLUSION & RECOMMENDATIONS

CONCLUSION

The empirical study on the effects of different advertising appeals on consumer brand perception in Uttarakhand reveals a complex consumer psychology that transcends the traditional emotional versus rational dichotomy. The analysis shows that an integrated, hybrid approach is essential for effective brand perception, consumer trust, and loyalty. Emotional appeals are crucial, as they penetrate the saturated media landscape and foster engagement through cultural resonance aligned with Pahadi heritage. However, for consumers in Uttarakhand, who are literate and wary of misleading marketing, brand loyalty is solidified through rational appeals that provide logical, transparent validation of emotional claims. The Elaboration Likelihood Model is validated in this context, indicating that high-involvement decisions require rational persuasion, whereas low-involvement affinity is primarily driven by emotional connections.

Recommendations

Strategic recommendations for marketing within the Uttarakhand market emphasize a dual-funnel approach, championing an "Emotion-First, Rational-Second" messaging strategy. Initially, brands should invest in high-frequency, emotional advertising across social media, influencer partnerships, and outdoor billboards in urban centers like Haridwar and Dehradun to create psychological affinity. For conversion, materials such as targeted landing pages and brochures must pivot to rational appeals, delivering concrete specifications and pricing details. Moreover, when tapping into Pahadi culture through advertising, it's crucial for brands to ensure authenticity to avoid consumer backlash. Collaboration with local creators and cultural experts is recommended to harness authentic cultural symbols, fostering genuine brand connections. Additionally, due to the prevalent environmental awareness among Uttarakhand consumers, brands should pair emotional green marketing with transparent, verifiable data to mitigate skepticism about greenwashing. Clear environmental claims must be supported by third-party certifications and tangible actions. Product managers need to assess the psychological involvement of their offerings. For low-involvement FMCG products, emotional advertising should be prevalent, whereas high-involvement products must focus on rational, informational campaigns that address financial risks through warranties and post-purchase support. Lastly, media buying strategies should align with demographic insights. Digital advertising for consumers aged 18-35 should prioritize emotional engagement, while traditional media targeting those 36 and older should focus on structured, rational content. This targeted approach is essential to optimize return on advertising spend and achieve market dominance in Uttarakhand.

REFERENCES

1. Agarwal PK. Building brand loyalty among Indian consumers for long-term association. Roorkee: Motherhood University; 2025. Available from: mhu.edu.in
2. Bhattacharya S, Kumar N, Chakrabarti D. Design, business, cultural preservation, and safety challenges for Ringaal craft artisans in Uttarakhand. In: ATLAS International Design Conference 2025 (AIDC 2025). Paris: Atlantis Press; 2026. p. 36-50.
3. Chaudhuri A, Holbrook MB. The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *J Mark.* 2001;65:81-93.
4. Chand M, Ganesh M. The psychology of brand loyalty: why consumers keep coming back and how brands can foster it. *EPRA Int J Agric Rural Econ Res.* 2025;35-40. doi:10.36713/epra21343
5. Chandna R, Rani S, Devi EB, Singh M, Mishra SK. Consumer's perception towards online shopping with special reference to Srinagar-Garhwal, Uttarakhand. *Himalayan J Soc Sci Humanit.* 2024;19(1).
6. Delighted. 25 brand perception survey question examples + template [Internet]. 2026 [cited 2026 Apr 18]. Available from: <https://delighted.com/blog/brand-perception-survey>
7. Draliou K. Advertising appeal and product attitude: emotion-based advertising vs argument-based advertising [Internet]. 2026 [cited 2026 Apr 18]. Available from: <https://thesis.eur.nl/pub/39056/Draliou-K.-427526kd-.pdf>
8. Dubey N. Emotional branding vs rational branding: a comparative study of consumer behaviour in the Indian market. *Int J Multidiscip Res.* 2024;6(3). Available from: <https://www.ijfmr.com/papers/2024/3/74674.pdf>
9. Durmaz G, Suher HK, Bir CS. Elaboration likelihood model in print advertisements: a content analysis. *Yasar Univ E-J.* 2015;11(41):45-55.
10. Journal Press India. Evaluate the urban consumers [Internet]. 2026 [cited 2026 Apr 18]. Available from: https://www.journalpressindia.com/download_article.php?id=50&aid=2949
11. Feng R, Sun Y, He K, Huang Z, Yang D. The influence of power distance beliefs and advertising appeal on consumers' purchase intentions. *J Theor Appl Electron Commer Res.* 2025;20(1):7.
12. Invest India. FMCG industry overview [Internet]. 2026 [cited 2026 Apr 18]. Available from: <https://www.investindia.gov.in/blogs/fmccg-industry-overview>
13. Gupta, Pathak. Impact of emotional and rational advertising appeals on consumer purchase behavior for durable goods. *Int J Inf Electron Eng.* 2025;15(3). Available from: <https://ijee.org/index.php/ijee/article/download/819/803/1641>
14. Hussain A, Parvaiz GS, Rehman SU. Advertising appeals and consumers buying intention: the role of emotional and rational appeals. *Glob Soc Sci Rev.* 2020;5(1):172-179.
15. SalezShark. Industry leading consumer goods companies in Uttarakhand [Internet]. 2026 [cited 2026 Apr 18]. Available from: <https://www.salezshark.com/top/consumer-goods-companies-in-uttarakhand>
16. Joshi D, Barker N, Zechariah J. Study on consumer behaviour toward organic products in the Nainital district of Uttarakhand, India. *Asian J Agric Ext Econ Sociol.* 2023;41(7):220-223. Available from: <https://ageconsearch.umn.edu/record/367506/files/Joshi4172023AJAEES100558.pdf>

17. Kantar. Media planning in a fragmented and attention deficit world [Internet]. 2026 [cited 2026 Apr 18]. Available from: <https://www.kantar.com>
18. Kar, Mitra. A comparative study on brand loyalty with special reference to three retail food chains in India. Int Res J Manag Soc Humanit. 2018;9(9):75-86. Available from: <http://www.irjmsh.com>
19. Karnatak K, Pandey D. The positive psychological impact of Uttarakhand's folk art and folk culture on the environment. Int J Indian Psychol. 2025;13(3).
20. Kumar SR, Guruvayurappan N, Banerjee M. Cultural values and branding in an emerging market: the Indian context. Mark Rev. 2007;7(3):247-272.
21. Mishra A. Indian perspective about advertising appeal. Int J Mark Stud. 2009;1(2):23.
22. PMC. Expressive brand relationship, brand love, and brand loyalty for tablet PCs [Internet]. 2026 [cited 2026 Apr 18]. Available from: <https://pmc.ncbi.nlm.nih.gov/articles/PMC7067968/>
23. Ramesh Kumar S, Advani JY. Factors affecting brand loyalty: a study in an emerging market on fast moving consumer goods [Internet]. 2005. Available from: <https://research.iimb.ac.in>
24. Roh S, Pedersen ZP, Byon KK, Pedersen PM. Comparing emotional and rational appeals in CSR messaging for sport products. Int J Sports Mark Spons. 2025:1-21.
25. Casais B, Pereira AC. The prevalence of emotional and rational tone in social advertising appeals. RAUSP Manag J. 2021;56(3):282-294.
26. IBEF. Thriving FMCG industry in India driving its sales [Internet]. 2026 [cited 2026 Apr 18]. Available from: <https://www.ibef.org/industry/fmccg>
27. Tilburg University. In brands we trust: the development and validation of a brand trust scale [Internet]. 2026 [cited 2026 Apr 18]. Available from: <https://repository.tilburguniversity.edu>
28. Tsiotsou R. Brand loyalty through brand attachment and brand trust: a relational perspective. In: Proc 6th Thought Leaders Int Conf Brand Management. 2010. p. 18-20.
29. Um NH. Revisit elaboration likelihood model: how advertising appeals work on attitudinal and behavioral brand loyalty. Eur J Soc Sci. 2008;7(1):126-139.
30. StatisticsTimes. Uttarakhand population [Internet]. 2026 [cited 2026 Apr 18]. Available from: <https://statisticstimes.com>
31. Woinowsky E. The effects of emotional versus rational message framing on brand attachment and brand loyalty [master's thesis]. Las Vegas: University of Nevada; 2019.
32. Zhang H, Sun J, Liu F, Knight JG. Be rational or be emotional: advertising appeals, service types and consumer responses. Eur J Mark. 2014;48(11-12):2105-2126.

Creative Commons (CC) License

This article is an open-access article distributed under the terms and conditions of the Creative Commons Attribution–NonCommercial–NoDerivatives 4.0 International (CC BY-NC-ND 4.0) license. This license permits sharing and redistribution of the article in any medium or format for non-commercial purposes only, provided that appropriate credit is given to the original author(s) and source. No modifications, adaptations, or derivative works are permitted under this license.

About the corresponding author



Dr. Sumit Prasad, PhD in Management, M.B.A., B. Tech (Mechanical Engineering) and Dip TD, is working as an Assistant Professor in the School of Management Studies and Commerce (SOMC), Uttarakhand Open University. His area of learning includes Training & Development, Compensation Management, Human Resource Management, Macro Economics, Marketing and Small Business Management. His qualifications include NET (JRF). He has published 02 patents, three books and more than seven research papers in international journals of repute.