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The Role of Innovative Advertising in Cultivating Long-Term Brand Loyalty.

A Study of Emotional Responses within the Fast-moving Consumer Goods Industry.

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The Role of Innovative Advertising in Cultivating Long-Term Brand Loyalty: A Study of Emotional Responses within the Fast-moving Consumer Goods Industry.

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Abstract

This dissertation investigates the transformative potential of innovative advertising strategies within the Fast-Moving Consumer Goods (FMCG) sector. By examining the impact of these strategies on consumer emotions, brand perception, and loyalty, this research aims to contribute to a deeper understanding of how brands can effectively leverage innovation to build enduring relationships with their customers.

The study employs a mixed-methods approach, combining quantitative and qualitative research techniques. A survey was conducted to collect data from consumers, and case studies of award-winning innovative advertising campaigns were analysed. The research focused on understanding the emotional responses of consumers to innovative advertising and the subsequent impact on brand loyalty.

The findings of this research demonstrate that innovative advertising plays a pivotal role in fostering brand loyalty. By triggering emotions, creating engaging experiences, and differentiating brands from competitors, innovative strategies can effectively capture consumer attention, enhance brand perception, and drive repeat purchases. The study also highlights the importance of understanding the specific emotions that are most influential in shaping consumer behaviour and fostering brand loyalty within the FMCG sector.

This research offers valuable insights for marketers and advertisers operating within the FMCG industry. By understanding the transformative power of innovative advertising and the emotional drivers of consumer behaviour, brands can develop more effective strategies to engage their target audience, build brand loyalty, and achieve long-term success.

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2.0 Introduction

In the highly competitive consumer goods market, companies invest significantly in innovative advertising strategies. However, there remains a need for rigorous analysis to demonstrate a tangible link between these approaches and measurable increases in brand equity, particularly focusing on the specific emotions that foster enduring brand loyalty.

In today's rapidly evolving marketing landscape, the ability to capture consumer attention and foster brand loyalty has become increasingly challenging. As consumers are flooded with a barrage of advertising messages, traditional marketing approaches are no longer sufficient to break through the clutter and create a lasting impact (Imanova, 2023). Innovative advertising strategies have emerged as a powerful tool for brands seeking to differentiate themselves, engage consumers on a deeper level, and ultimately drive long-term success.

While studies exist on the importance of creativity in advertising (Kover, James, and Sonner 1997; Stone, Besser, and Lewis 2000; White and Smith 2001; Till and Baack, 2005), and the role of emotions in influencing consumer perception (Stout and Leckenby 1986; Page et al. 1988; Stout and Leckenby 1988; Ong Chuan Haut et al. 2018), there is a relative dearth of research specifically investigating how innovative advertising shapes consumer emotions and subsequently affects long-term brand loyalty.

A lack of longitudinal studies limits our understanding of whether the initial impact of innovative campaigns within the consumer goods sector translates into sustained

brand loyalty. Furthermore, there's limited sector-specific data on which emotions are most influential and how they correlate with brand loyalty over time.

In today's dynamic market, innovative advertising has become a necessity, not merely a competitive edge. While the emotional power of advertising is acknowledged, there's insufficient data-driven evidence pinpointing which specific emotions elicited through consumer goods campaigns, yield the strongest long-term brand loyalty. Quantifiable evidence is crucial to both, justify investment in innovative campaigns, and optimize strategies to maximize return.

This study addresses these gaps by focusing on the consumer goods industry. It will examine whether innovative campaigns measurably enhance brand awareness, favourability, purchase intent, and potentially other relevant metrics with the help of questioners, data analysis and other relevant formats. Further, it will investigate the relationship between emotions such as joy, surprise, and nostalgia, and their impact on brand loyalty within this sector. This research contributes to the understanding of emotion's role in advertising effectiveness, particularly within the evolving consumer goods landscape.

Central to this research is the hypothesis that innovative advertising triggers emotions in consumers, which, in turn, promotes brand loyalty. By understanding the emotional impact of advertising and the mechanisms through which it influences consumer behaviour, marketers can develop more effective strategies to build lasting relationships with their target audience.

This dissertation employs a mixed-methods approach, combining quantitative and qualitative research techniques to provide a comprehensive understanding of the

research problem. Through a survey and case study analysis, the study investigates the impact of innovative advertising on consumer emotions, brand perception, and loyalty.

The findings of this research offer valuable insights for marketers and advertisers operating within the FMCG sector. By understanding the transformative power of innovative advertising and the emotional drivers of consumer behaviour, brands can develop more effective strategies to engage their target audience, build brand loyalty, and achieve long-term success.

3.0 Literature Review

3.1 Influence of Consumer Experience on Consumer Behaviour in Advertising

The literature recognizes the importance of influencing consumer journeys through exposure to advertisements. Lavidge and Steiner's (1961) Hierarchy-of-Effects Model proposes a linear progression consumers undergo: attention, interest, desire, action, and ultimately, satisfaction as illustrated in figure 3.1.A. This model emphasizes crafting advertisements that grab attention, cultivate interest, and ultimately drive a desired action. However, a more recent study by Chakravarty and Sarma (2021) critiques the limitations of the Lavidge & Steiner model. They argue that it fails to account for the complexities of modern consumer journeys, which can be more fluid and influenced by various touchpoints beyond advertising, like emotions and experiences.

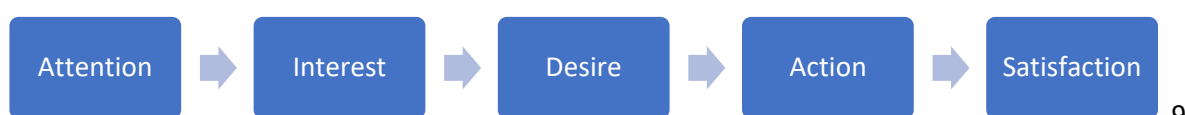


Figure 3.1.A - Hierarchy-of-Effects Model

Building on this notion of experience, McLuhan's (1964) foundational work in media theory introduces the media effects model, famously stating, "The medium is the message." This model posits that the way information is presented can be just as impactful as the content itself. This concept is particularly relevant in today's diverse media landscape, where innovative advertising strategies leverage different media formats (interactive elements, AR experiences) to create unique consumer experiences.

A growing body of research explores the influence of creativity in advertising (Kover et al., 1997; Stone et al., 2000; White and Smith, 2001; Till and Baack, 2005) and the role of emotions in shaping consumer perception (Stout and Leckenby, 1986; Page et al., 1988; Stout and Leckenby, 1988; Ong Chuan Haut et al., 2018), a significant gap remains in our understanding of how innovative advertising techniques influence consumer experiences and, subsequently, foster long-term brand loyalty within the Fast-Moving Consumer Goods (FMCG) sector.

3.1.1 Consumer Experience

Consumer experience refers to a consumer's perception and reaction to an innovative advertising campaign. This encompasses the consumer's emotional response to the advertisement, their level of engagement with the campaign, and their overall perception of the brand as a result of the advertising experience. Holbrook and Hirschman's (1982) experience economy model emphasises the

experiential aspect of consumption. It proposes a shift where consumers increasingly seek engaging experiences rather than just products themselves.

Innovative advertising campaigns that successfully capture consumer attention, evoke positive emotions, and encourage engagement are more likely to create a positive consumer experience and ultimately influence brand loyalty. As Verhoef et al. (2009) highlight, consumer experience is a critical factor for success in the digital world. By understanding the challenges and potential solutions, businesses can develop effective strategies to deliver positive consumer experiences across all touchpoints. Positive consumer experiences, shaped by the effectiveness of innovative advertising, are crucial for building brand loyalty within the FMCG sector. By creating a positive and engaging consumer experience, innovative advertising can influence not only purchase decisions but also brand advocacy and positive word-of-mouth promotion.

3.1.2 Emotions in Consumer Decision-Making

Traditional marketing theories often overemphasize cognition (rational thinking) and neglect the role of emotions and experiences in consumer behaviour (Bagozzi, 1997). Positive experiences can significantly influence how consumers process information, motivate them to act, and regulate their pursuit of consumption goals. Bagozzi (1997) concludes by calling for further research on the emotional side of consumer behaviour and the development of more integrative theories that consider both cognitive and affective influences.

René Descartes, a seminal figure in the emergence of modern philosophy and science, believed the mind and body were separate entities, with reason residing in

the mind and emotions arising from the body. Damasio (1994) challenges this dualistic view, proposing that emotions are integral to rational thought and human behaviour. The literature suggests emotions play a crucial role in various cognitive functions like decision-making, social interaction, learning, and memory. Damasio's (1994) Somatic Marker Hypothesis highlights this interplay between emotions, the body, and rational decision-making. It suggests that our choices are not solely driven by logic but are also influenced by the emotional baggage we carry from past experiences.

Consumer decision-making within the FMCG sector, particularly regarding brand preference, is not driven solely by logic. Emotions play a significant, and often invisible, hand in influencing purchasing behaviour (Batra & Ray, 1986). Understanding how innovative advertising shapes emotional responses while acknowledging their subjective nature, is crucial for fostering brand loyalty within the FMCG landscape.

3.1.3 The Subjective Landscape of Emotions

It is important to recognize that emotions are subjective experiences, and the same advertising element can evoke different emotional responses in different consumers (Poels and Dewitte, 2019). An advertisement that triggers feelings of nostalgia by using imagery or music reminiscent of a consumer's childhood may create a positive association with the brand for one person while for another, the same music or imagery could evoke sad memories and a negative perception of the brand (Weingarten and Wei, 2023).

Innovative advertising campaigns must consider this subjectivity. While it may not be possible to universally evoke the same positive emotion in every single consumer, understanding the emotional archetypes that resonate with the target audience is crucial. A nuanced understanding of consumer experience and emotions is critical for influencing purchasing decisions (Tran et al., 2020). Evoking specific emotions can create a powerful connection with consumers, leading to a preference for certain brands (Ramaseshan and Tsao, 2007).

For instance, warm visuals and nostalgic narratives depicting families enjoying meals together can trigger feelings of happiness and comfort, associating the product with positive memories and a sense of togetherness (Martin et al., 2017). Alternatively, highlighting natural ingredients, endorsements from trusted celebrities, or a company's commitment to sustainable practices can foster feelings of security and trust in the brand and its products (Williams and Baláž, 2021). For health and wellness products, advertising can leverage aspirational emotions by showcasing individuals achieving their fitness goals or exuding a healthy glow. This approach taps into consumers' desires for self-improvement and empowerment (S, 2015). Humour, another powerful tool, can be used to evoke joy and surprise, making FMCG advertising more engaging and memorable (Aaker and Biel, 2013). Ultimately, by strategically utilizing visuals, music, storytelling, and relatable characters, advertising can create a potent emotional connection with consumers, influencing their perception of the brand and driving purchase decisions within the competitive FMCG landscape (Bagozzi, Gopinath, and Nyer, 1999).

3.2 Role of Brand Loyalty in the Fast-Moving Consumer Goods Industry

The Attitudinal Loyalty Model emphasizes the emotional connection between a customer and a brand. Positive consumer experiences create a favourable attitude towards the brand, leading to loyalty. Satisfied customers are more likely to repurchase, recommend the brand to others, and forgive occasional mistakes (e.g., out-of-stock products). The Loyalty Ladder Model depicts a hierarchy that consumers progress through, before becoming brand-loyal. This hierarchy consists of 4 stages, (Figure 3.2.A) awareness, consideration, preference, and finally, advocacy. As consumers have positive experiences and engage with the brand, they climb the ladder towards higher levels of loyalty. Innovative advertising strategies can play a role in creating positive experiences at various touchpoints.

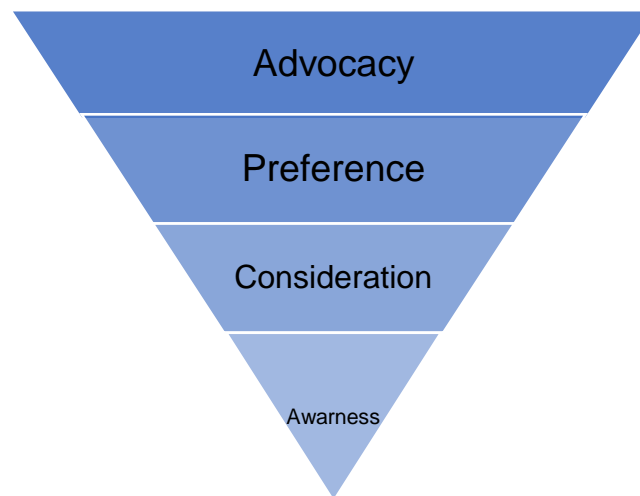


Figure 3.2.A - Loyalty Ladder Model

3.2.1 Fast-Moving Consumer Goods (FMCG)

This research focuses on the FMCG sector, encompassing products with a rapid turnover rate, frequent purchases, and relatively low cost per unit. Examples include food and beverages, personal care products, and household items. Brand differentiation in the FMCG sector can be particularly challenging due to product parity and ingrained consumer habits (Verhoef et al., 2003). Many FMCG products offer similar functional benefits, and consumers may rely on established brand loyalty or habits when making purchasing decisions.

Innovative advertising has the potential to disrupt these patterns and influence brand preference within this highly competitive landscape (Batra et al., 2012). By leveraging new technologies and creative approaches, innovative advertising can capture consumer attention, create a more memorable brand experience, and ultimately encourage consumers to switch to a new brand or strengthen their existing brand loyalty.

3.2.2 Brand Loyalty

Brand loyalty refers to a consumer's consistent preference for a particular brand within a product category characterized by high purchase frequency (Verhoef et al., 2003). This loyalty translates to repeated purchases and a higher likelihood of choosing the preferred brand over competitors, even if offered at a lower price or with more features.

However, brand loyalty in the FMCG sector can also be a double-edged sword. Due to the high purchase frequency and often relatively low cost per unit of FMCG products, consumers may be more likely to experiment with new brands or switch

based on factors like price promotions or convenience. Positive brand experiences, fostered by innovative advertising campaigns, have the potential to cultivate stronger brand loyalty within the FMCG sector (Rose, 2009). By creating a more memorable and engaging brand experience, innovative advertising can help to differentiate a brand from its competitors and establish a stronger emotional connection with consumers, ultimately influencing their purchase decisions.

In the highly competitive consumer goods market, brand loyalty serves as a cornerstone of brand equity, directly influencing a brand's long-term profitability and market position. As Keller (1993) emphasizes, cultivating brand loyalty is paramount for building robust brands. True brand loyalty extends beyond mere repeat purchases, encompassing elements such as emotional attachment, positive word-of-mouth advocacy, and a willingness to pay a premium for the brand.

It is important to note, as illustrated by Jugenheimer (1979), that there can be a discrepancy between expressed positive attitudes towards a brand and actual purchasing behaviour. This underscores the potential gap between stated intention and consumer action. While satisfaction plays a pivotal role, it alone is insufficient in fostering enduring brand loyalty. Factors such as brand trust, perceived value, and alignment between brand and consumer values critically interact to shape long-term loyalty. Dick and Basu's (1994) model offers insights into this intricate interplay, highlighting the relationship between consumer attitudes, perceived commitment, and their subsequent purchasing behaviour.

Within the highly competitive consumer goods sector, brand loyalty is a critical driver of long-term success (Keller, 1993; Dick & Basu, 1994). This research seeks to determine whether innovative advertising strategies, designed to evoke positive

consumer experience, are more effective than contemporary approaches in fostering extended brand loyalty through research survey.

3.3 The Rise of Innovative Advertising in the Consumer Goods Industry

3.3.1 Innovative Advertising: Redefining Consumer Engagement

Innovative advertising transcends the limitations of traditional methods by leveraging new technologies, formats, and creative approaches (Hollebeek et al., 2014). Its core objective is to cut through the clutter of a saturated advertising landscape and capture consumer attention. Compared to static formats like billboards or television commercials, innovative advertising fosters deeper engagement and creates a more memorable brand experience. This can encompass a variety of elements, pushing the boundaries of consumer interaction. For instance, a shampoo brand might launch an interactive campaign where users can virtually try on different hair colours using augmented reality technology.

Identifying such campaigns can be facilitated by analysing research reports from marketing analytics firms like Gartner L2, VML Global, or Forrester, which often highlight innovative advertising trends and emerging technologies used in successful campaigns.

The potential of innovative advertising lies in its ability to disrupt traditional patterns of consumer behaviour and create a more immersive and engaging brand experience. By leveraging new technologies and creative approaches, innovative advertising has the potential to redefine how consumers engage with brands within the FMCG landscape.

3.3.2 Innovative Advertising Techniques

Interactive Advertising: This type of advertising incorporates user participation through elements like clickable features, polls, gamification, or innovative solutions

Emotional Storytelling: Innovative advertising can utilize narratives that evoke emotions and create a deeper connection with the brand.

Technology-Driven Advertising: Cutting-edge technologies like augmented reality (AR) or virtual reality (VR) can be leveraged to create immersive experiences.

Contextual & Location-Based Advertising: This approach delivers targeted messages based on a consumer's location or context (e.g., time of day, weather).

Social Media Advertising: Social media platforms provide fertile ground for innovative advertising through interactive content, influencer marketing, or user-generated content campaigns.

While innovative advertising strategies offer captivating opportunities to engage consumers and forge memorable brand experiences, they are not without their inherent complexities. Production costs can be significant for developing interactive elements, augmented reality experiences, or compelling narratives. There is a potential for alienation among certain consumer segments who may perceive such advertising as misleading or confusing. Measuring the effectiveness of these campaigns can also be challenging, necessitating the development of novel metrics to capture the impact on consumer experiences. Technical hurdles and ensuring a seamless cross-platform experience present additional challenges. Finally, an

overemphasis on novelty can lead to short-term gains without a long-term strategy for cultivating brand loyalty.

However, despite these obstacles, innovative advertising offers significant potential. By adopting a measured approach, prioritizing user experience, and integrating these tactics within a broader marketing framework, companies can effectively leverage innovative advertising to create positive consumer experiences and foster brand loyalty within the ever-evolving marketing landscape.

3.4 Changing Strategies and Evolving Innovative Advertising in the Consumer Goods Industry

The consumer goods landscape is undergoing a significant transformation. Today's consumers have unprecedented access to information, a wider range of choices, and numerous platforms to express their opinions. This necessitates a strategic shift from brand-centric marketing approaches to those that are firmly customer-centric (Kotler et al., 2016). Their framework provides valuable guidance for marketing adaptation in the digital age, addressing evolving consumer behaviours and the need for transformation.

Social media plays a pivotal role in this new landscape. It fosters communities, facilitates electronic word-of-mouth (eWOM), and demands increased transparency from brands (Hennig-Thurau et al., 2010). Consumers are increasingly sceptical, expecting brands to demonstrate their values through actions that extend beyond mere advertising (McAlexander et al., 2002). The rapid evolution of consumer behaviours and technology mandates that marketing strategies remain agile and data-driven to maintain relevance. Studies such as the annual Edelman Brand Trust

Barometer (Edelman Holdings, 2023; 2024) offer valuable insights into the shifting dynamics of consumer trust towards brands and institutions.

The empowered consumer, scepticism towards traditional advertising, and the transformative power of social media (Kotler et al., 2016; Hennig-Thurau et al., 2010) all underscore the necessity of innovative advertising approaches within the consumer goods market.

3.4.1 Interactive Advertising Strategies

Interactive advertising strategies move beyond traditional one-way communication and aim to create a two-way dialogue between the brand and the consumer (Liu et al., 2018). These strategies incorporate features or functionalities within an advertising campaign that encourage consumers to actively participate and engage with the content beyond simply viewing or passively consuming the message. This can encompass user participation, multi-sensory engagement, thought-provoking elements, gamified experiences, interactive polls, and quizzes, shoppable ads, augmented reality, and chatbots. Compared to traditional passive advertising formats, interactive advertising fosters a more engaging experience by encouraging active participation from consumers (Huotari & Hamari, 2017).

3.4.2 Emotional Storytelling

Emotional storytelling techniques aim to connect with consumers on a deeper emotional level, nurturing a sense of attachment to the brand, rather than simply promoting product features (Teraiya et al., 2023). This can involve evoking positive emotions like joy, nostalgia, surprise, or amusement. By associating these positive feelings with the advertised brand, emotional storytelling has the potential to create a

lasting impression and influence brand preference within the FMCG sector (Lerner et al., 2014). Techniques to evoke emotions can include compelling characters, conflict and resolution, vivid imagery, and relatable language.

The Elaboration Likelihood Model (Petty and Cacioppo, 1986) posits that consumers engage in either high elaboration (deep thinking) or low elaboration (relying on heuristics like emotions) when processing information. This depends on factors like motivation and involvement. Innovative advertising that uses emotional contagion can be particularly effective in low elaboration contexts, creating a positive brand association without requiring extensive cognitive processing.

Innovative advertising has the potential to significantly impact consumer behaviour in the constantly evolving landscape of the consumer goods industry.

3.5 The Impact of Innovative Advertising in the Consumer Goods Industry

Innovative advertising has the potential to significantly impact consumer behaviour in the constantly evolving landscape of the consumer goods industry. This section explores the literature on the power of emotions, brand perception, earned media, and how these factors contribute to brand loyalty.

3.5.1 The Power of Emotions and Positive Experiences

Advertising strategically leverages emotions to capture attention, pique interest, and shape consumer decision-making (Bagozzi et al., 1999). Positive emotions elicited through advertising can lead to more favourable brand evaluations through emotional contagion (Bagozzi et al., 1999).

Robert Zajonc's (1980) mere exposure effect suggests that repeated exposure to a stimulus, even without conscious processing, can elicit positive feelings (Zajonc, 1980). This emphasizes the power of emotional response in advertising, even when cognitive engagement is minimal.

Specific emotions like joy, surprise, and warmth can exert varying degrees of influence on attention, memory, and persuasive power (Zaltman, 2003). Consumers often prioritize emotional responses over purely rational deliberation when making choices (Zaltman, 2003). The low attention processing model by Heath et al. (2006) highlights the substantial impact of emotions in advertising, even when audiences are not actively focused (Heath et al., 2006).

Advertisements that effectively evoke emotions congruent with a brand's core values cultivate stronger, more enduring consumer connections. The well-established influence of emotions on consumer behaviour (Zajonc, 1980; Zaltman, 2003; Heath et al., 2006) highlights the need to examine how innovative advertising techniques, designed to trigger strong responses, ultimately contribute to brand loyalty.

3.5.2 Emotional Contagion and Brand Advocacy

Emotional contagion, the transmission of emotions between individuals, presents a captivating avenue for advertisers seeking to cultivate positive brand associations. Advertisers leverage this phenomenon by strategically eliciting positive emotions, such as happiness or nostalgia, through evocative visuals, music, and narratives (Bagozzi et al., 1999). The observed emotions can trigger empathy and social connection with characters, or activate mirror neurons leading to subconscious mimicry of positive expressions. This emotional contagion fosters enhanced

attention, improved brand recall, and a bias towards the advertised brand. However, the effectiveness of this approach hinges on the ad's relevance to the target audience and the risk of inauthenticity with overuse.

Positive brand advocacy and word-of-mouth (WOM) marketing, also known as earned media, refers to the phenomenon where satisfied consumers become vocal champions for the brand (Hollebeek et al., 2014). This organic form of marketing is particularly powerful because it leverages the inherent credibility of peer recommendations. Earned media can take the form of consumer interactions, positive word-of-mouth marketing, or brand advocacy. A prime example is Adidas' liquid billboard (Wright, 2022), which garnered global attention due to its innovative concept, highlighting the power of earned media in the digital age (Hollebeek et al., 2014). Earned media is valuable because it is seen as more credible than traditional advertising and positive coverage can significantly influence brand perception and loyalty within the FMCG sector.

3.5.3 Brand Perception and Measurement

Brand perception refers to the overall impression consumers have of a brand. This perception is not solely based on what the brand itself communicates, but rather on the accumulation of all experience consumers have with the brand. To assess the effectiveness of innovative advertising campaigns, key brand equity metrics like brand awareness and recall, loyalty, brand image (trustworthiness, relatability, and innovation), purchase intent, and positive word-of-mouth recommendations can be measured.

3.5.4 Selecting Innovative Advertising Examples

Identifying the right advertisements to present to research participants is crucial. The success of advertising campaigns can be multifaceted, and the most relevant metrics depend on the specific campaign objectives, including brand awareness and engagement, sales and market share, customer acquisition and loyalty, and positive brand perception (Calder et al., 2009).

By analysing data associated with the advertising campaign itself, published on the campaign producers' case studies and websites, researchers can look for metrics that indicate positive audience reception and engagement. Successful campaigns generate a lot of earned media and will be talked about in news outlets, on blogs by top marketing influencers, and in marketing publications.

4.0 Research Methodology

The fast-moving consumer goods (FMCG) sector is characterized by a complex interplay of factors influencing consumer decision-making, including emotions, brand loyalty, consumer experience, and purchase behaviour. This research employs a mixed-methods approach to comprehensively investigate the impact of innovative advertising on consumer behaviour within this dynamic landscape. By combining quantitative and qualitative research methodologies, this study aims to provide a nuanced understanding of the relationship between innovative advertising and brand loyalty.

Pragmatism is the foundation for mixed-methods research, providing a coherent paradigm that integrates quantitative and qualitative methods (Parvaiz, Mufti and

Wahab, 2016). By combining both these methodologies, this research adopts a flexible and pragmatic stance to address the complex interplay between innovative advertising and consumer behaviour within the FMCG sector. This approach recognizes the value of multiple perspectives and data sources in understanding the research problem, allowing for a comprehensive and nuanced interpretation of the findings. By integrating these complementary methodologies, this study seeks to generate practical insights and actionable recommendations for marketers and advertisers operating within the FMCG industry. Moreover, the concept of pragmatic rigour, as discussed in Robey, Taylor, and Grabowski (2019), is an approach that enables the assessment of data from various angles, building redundancies and enhancing the robustness of the findings.

4.1 Survey Construction

A structured survey is designed to collect quantitative data component that provides a foundation for analysing the relationship between exposure to innovative advertising and brand loyalty. Additionally, the survey incorporates open-ended questions to capture qualitative insights into consumer experiences and perceptions.

To ensure the generalizability of the research findings, a stratified random sampling strategy is employed. Stratified random sampling is a methodological approach that enhances the generalizability of research findings. As Triveni, Danish and Albalawi (2024) and Imrey, Sobel and Francis (1979) suggest, this approach facilitates the selection of a representative sample across diverse demographic segments, including age, gender, income, education, and geographic location. By stratifying the population based on these variables, the study aims to mitigate potential biases and enhance the external validity of the results.

Given the widespread internet penetration and the need to reach a diverse sample, an online survey is the primary data collection method. This approach offers several advantages, including cost-effectiveness, efficiency, and the ability to reach a geographically dispersed population. While online surveys may introduce potential biases, the use of stratified random sampling helps to mitigate these concerns. (Kumar and Vishwakarma, 2020; Latpate, 2020)

A target sample size of 60-120 participants is determined to provide sufficient statistical power while maintaining feasibility. Ethical considerations are paramount throughout the sampling process, with adherence to university, and GDPR guidelines and protocols to protect participant privacy and integrity of the research.

Deductive reasoning underpins the quantitative component of this study. By formulating hypotheses based on existing theories about consumer behaviour, advertising, and brand loyalty, this research adopts a top-down approach to investigate the relationship between innovative advertising and consumer outcomes (Markovits, 2003). This deductive process involves operationalizing theoretical constructs into measurable variables and gaining insights into consumer behaviour by asking them directly, which allows for empirical testing and statistical analysis to determine the extent to which the hypothesized relationships hold within the context of the fast-moving consumer goods sector.

To establish a baseline understanding of the respondent's profile, demographic information is collected. This included questions about age, gender, occupation, education level, annual income, and geographic location. This data provides essential context for interpreting subsequent findings and enables the identification of potential subgroups within the sample population.

To understand respondents' exposure to different advertising formats and their interactions with advertisements, questions are included about advertising consumption habits. This involves inquiries about the frequency of exposure to advertisements across various media platforms (television, social media, online, print, out-of-home), attitudes towards different advertisement formats, and the tendency to seek out or avoid advertisements. By examining these patterns, insights are gained into how consumers engage with advertising and the types of advertisements they are most receptive to. To measure the direct impact of innovative advertising, an experimental design is embedded within the survey. Participants were exposed to both traditional and innovative advertisements for the same brand and asked about their perception of both formats. This experimental component enables a comparative analysis of consumer responses and preferences.

To gauge respondents' overall sentiment towards advertising, questions are designed to assess their general attitude, trust in advertising, and perceptions of advertising's impact on purchasing decisions. Dovidio and Fiske (2012) suggest there can be significant predispositions that might influence a person's responses. By exploring these dimensions, the study aims to identify potential biases or predispositions that might influence responses to subsequent questions and to understand the role of advertising in consumers' lives.

To establish a comprehensive understanding of consumers' perceptions of the brand, a series of questions are employed. Brand awareness, recall, and brand image are assessed to gauge the brand's overall presence in consumers' minds. To delve deeper into brand associations, participants are asked to describe their

feelings and thoughts about the brand in an open-ended question. Trust in the brand, as well as perceptions of its credibility and authenticity, are measured to understand the emotional connection between consumers and the brand. Furthermore, questions about brand loyalty, including purchase intent, and likelihood of recommending the brand to others, are included to gauge the strength of the consumer-brand relationship. This multifaceted approach provides a rich dataset for analysing the impact of innovative advertising on brand perception and loyalty.

Interpretivism forms the philosophical underpinning of the qualitative component of this research. Pulla and Carter (2018) emphasize the importance of understanding the subjective meanings and experiences of individuals within their social contexts. By adopting an interpretive stance, this study seeks to understand the subjective experiences and meanings that consumers attribute to innovative advertising. Through the use of open-ended questions and thematic analysis, this research aims to uncover the rich cacophony of consumer perspectives, attitudes, and behaviours within the context of FMCG consumption. By exploring the nuances of consumer experiences, this study seeks to illuminate the connection between innovative advertising and brand loyalty from the consumers' perspective.

To understand consumers' purchasing habits and their relationship with the target brand, questions are included on product usage, purchase frequency, brand loyalty, and factors influencing purchase decisions. This information provides context for evaluating the potential impact of innovative advertising on consumer behaviour.

By combining these data points, a comprehensive profile of respondents is developed, enabling a deeper understanding of the factors influencing their interactions with advertising and their relationship with the target brand.

4.2 Data Collection

To enhance response rates and data quality, the survey is developed in accordance with Dillman's Total Design Method. This is a proven technique for generating higher response rates for social science surveys (Calahan and Schumm, 1995). Golinelli *et al.* (2010) and McCarty, Killworth and Rennell (2007) suggest that by reducing the time and effort required from participants, researchers can potentially enhance the quality and reliability of the data collected. This approach emphasizes meticulous attention to all aspects of questionnaire design and implementation, from initial contact, the flow of the form, breaking down of sections to data collection and processing. Adhering to this framework, the study aims to minimize respondent burden, maximize participation, and ensure the reliability and validity of the collected data. The survey designed with these principals to collect data is attached as Appendix A to this study

To comprehend the factors influencing consumers' intentions to purchase FMCG products, Fishbein and Ajzen's Theory of Reasoned Action (TRA) was employed as a theoretical framework. This theory posits that individuals' intentions to perform a behaviour are influenced by their attitudes towards the behaviour and subjective norms (Addison and Chou, 2003; Ul-Haque, Azhar and Ur-Rehman, 2014). To operationalize this framework, the survey incorporated both quantitative and qualitative elements related to each other in close proximity. Participants responded to structured questions assessing their attitudes and perceived social pressures regarding FMCG purchases. Subsequently, optional open-ended inquiries delved deeper into participants' reasoning, providing rich qualitative data to complement the quantitative findings. This combined approach allowed for a comprehensive

exploration of the factors shaping purchase intentions within the context of the TRA model.

4.3 Case Study Analysis

To complement the quantitative findings, a comprehensive case study analysis of prominent, award-winning advertising campaigns within the fast-moving consumer goods sector is undertaken. These campaigns are selected based on their industry recognition, and availability of public data. By examining these exemplars of industry creativity, the study aims to identify emerging trends, effective strategies, and the underlying mechanisms driving consumer engagement and brand loyalty.

Case studies are selected from a pool of award-winning campaigns featured in leading industry publications, marketing blogs, and online platforms. The analysis focused on campaigns that demonstrated a high degree of innovation, creativity, and impact on consumer behaviour. Key elements examined within each case include campaign objectives, target audience, creative execution, media channels, consumer engagement metrics, and overall campaign effectiveness.

To gain a deeper understanding of consumer responses and the impact of these campaigns, secondary data, including media coverage, social media analytics, and consumer reviews, are analysed. This approach provides insights into public perception, brand sentiment, and the extent to which the campaigns resonate with consumers.

By triangulating the findings from the case studies with the quantitative survey data, a more comprehensive and nuanced understanding of the relationship between innovative advertising and consumer behaviour emerges. The case studies provide

real-world examples of successful campaigns, while the survey data offers insights into consumer preferences and responses to advertising. This integrated approach allows for the identification of best practices to explain the underlying mechanisms driving consumer engagement and brand loyalty.

4.4 Data analysis

To ensure data integrity and reliability, rigorous data management and analysis procedures are implemented. Upon collection, data is meticulously cleaned and prepared for analysis. To safeguard participant confidentiality, all personally identifiable information is removed, and data is anonymized. Data cleaning involves handling missing values, outliers, and inconsistencies. Missing values are addressed through imputation techniques, and pattern identification, depending on the nature of the missing data and its impact on the analysis. Outliers are identified using pattern identification. Extreme outliers are removed or adjusted based on their potential influence on the results. Inconsistent data points are carefully examined for correction and removed if necessary.

Quantitative data is analysed to identify patterns, relationships, and differences between variables. Descriptive statistics are employed to summarize demographic information and key metrics. Inferential statistical tests, such as correlation, are utilized to examine the relationship between exposure to innovative advertising and brand loyalty.

Qualitative data from open-ended survey responses and case studies are subjected to thematic analysis to identify recurring patterns and themes. This involves categorizing and interpreting the data to uncover underlying meanings and insights.

To enhance the rigour of the qualitative analysis, inter-rater reliability checks are conducted to ensure consistency in interpretation (Cole, 2023)

By combining quantitative and qualitative research methods, a comprehensive understanding of the research problem is achieved. The triangulation of findings from both data sources provided a robust and nuanced interpretation of the relationship between innovative advertising and consumer behaviour, allowing for the identification of key factors influencing brand loyalty and purchase intent.

5.0 Findings

Each component of the survey was meticulously designed in accordance with the total design methodology. A custom-designed graphic was utilized for every platform on which this survey was published. These platforms included Instagram (Appendix B), WhatsApp (Appendix C), Iscicle (Appendix D), and a personal webpage (Appendix E), inviting participants from across the world to provide their opinions on innovative advertising. These social media posters and graphics are included as appendices. The survey was structured into several sections to facilitate a logical flow, enhance comprehension, and create a comfortable experience for the participants.

5.1 Survey Findings

The participants were queried regarding their familiarity with the brand utilized in the survey for data collection. The survey employed Colgate Palmolive's Colgate Toothpaste as the brand due to its universal recognition and availability in most countries. In the experimental aspect of the study, the survey employed a traditional Colgate Toothpaste advertisement and a more innovative "Smile is my superpower"

advertisement campaign (VML Global, 2024d) to measure participants' responses to innovative advertising. Participants who did not recognize the brand were directed to conclude the survey after providing demographic and lifestyle information. However, 100% of the participants in the survey recognized the brand.

The survey collected qualitative and quantitative data from the participants, which facilitated the understanding of the reasoning underlying emotional decisions made by consumers. The data underwent meticulous examination for inconsistencies. The survey was structured in a manner where all quantitative questions were mandatory, which resulted in no missing values in the data.

The utilization of Likert Scales (1 = strongly disagree to 5 = strongly agree) in the survey eliminated the possibility of outliers. However, a thorough examination of data revealed instances where participants responded inconsistently or selected the same option for all questions. These responses were identified and removed to uphold the integrity of the research.

5.2 Basic Information

The structured online survey received a total of 124 responses from 48 cities in 15 different countries. Table 5.A presents the descriptive analysis of the demographic information.

There was a higher proportion of responses from participants who identified as women (63.70%) compared to men (36.29%). The majority of participants (54%) were between the ages of 18 and 24. 13.70% of participants were between 25 and 34 years old. 27.41% of participants were between 45 and 54 years old, and 4.8% of participants were 55 years or older.

Regarding the highest level of education attained, 23.38% of the participants held bachelor's degrees, while 13.70% were diploma holders, 16.12% of participants had doctoral or professional degrees, and 46.77% of participants had master's degrees. 53.22% of the participants were students currently enrolled in full-time education, while 22.58% of participants were employed full-time, 11.29% of the participants were self-employed, 3.22% of participants were employed part-time, and 9.67% were not employed.

64.45% of participants reported an annual income of \$20,000 or lower, 25% of participants reported earning between \$20,000 and \$39,000 per annum, while 6.45% reported earning \$60,000 or more, and 4.03% reported earning between \$40,000 and \$49,000.

Item		Frequency	Percentage
Gender	Female	45	36.29%
	Male	79	63.70%
Employment Status	Student	66	53.22%
	Employed Full Time	28	22.58%
	Self-Employed	14	11.29%
	Unemployed	09	07.25%
	Retired	03	02.41%
	Employed Part-Time	04	03.22%

	Student	66	53.22%
Age	18-24	67	54.03%
	25-34	17	13.70%
	45-54	34	27.41%
	55 or Older	06	04.83%
Annual Income	Less than 20,000 GBP	80	64.51%
	40,000 - 49,999 GBP	05	04.03%
	20,000 - 39,999 GBP	31	25.00%
	60,000 GBP or more	08	06.45%
Education	Bachelor's Degree	29	23.38%
	Diploma or Equivalent	17	13.70%
	Doctoral Degree	20	16.12%
	Master's Degree	58	46.77%

Table 5.A - Descriptive Analysis of the Demographics (N = 124)

5.3 Attitude towards advertising

93.54% of the participants indicated that new technology and innovation are important to their lifestyle, while 91.12% of the participants stated that brand image is important in their purchase decision-making process.

Additionally, 89 (71.77%) of participants reported that advertising influences their purchase decisions. Among those influenced, as presented in Table 5.B, 56.17% were aged 18-24, 31.46% were aged 45-54, 8.98% were 25-35 years old, and 3.3% were 55 years or older.

The correlation coefficient between the influence of advertising on purchase decisions and the importance of brand image in making purchasing decisions demonstrated a positive correlation of 0.25.

Age	Frequency	Percentage
18-24	50	56.17%
25-34	08	08.98%
35-44	00	00.00
45-54	28	37.46%
55 or Older	03	3.37%
Total	89	100%

Table 5.B – Consumers Influenced by Advertising N=89 (71.77%)

5.4 Response to Innovative Advertising

The research utilized pattern identification to validate collected data and identify any differences in variables. The survey inquired about participants' reactions to advertisements characterized as innovative and engaging. Of the 124 participants,

86.29% indicated they would pay attention to the advertisements, while 8.87% stated they would disregard, skip, or ignore the ad. Given the significance of innovation in this study and subsequent to identifying discrepancies in responses, a total of 10 responses were excluded to maintain the integrity of the research.

Table 5.C illustrates the participants' responses to innovative versus traditional advertising formats.

Item	Advertisement Type	Frequency	Percentage
Better at conveying the brand message	Traditional Advertisement	51	44.73%
	Innovative Advertisement	63	55.26%
Better at presenting the product	Traditional Advertisement	69	60.52%
	Innovative Advertisement	45	39.47%
Better at grabbing attention & keeping engaged	Traditional Advertisement	27	23.68%
	Innovative Advertisement	87	76.31%
Most memorable	Traditional Advertisement	35	30.70%
	Innovative Advertisement	79	69.29%
Most Creative	Traditional Advertisement	17	14.91%
	Innovative Advertisement	97	85.08%
More trustable (brand)	Traditional Advertisement	37	32.45%

	Innovative Advertisement	77	67.54%
Evoked stronger emotional response	Traditional Advertisement	3	02.63%
	Innovative Advertisement	111	97.36%
Likely to share with friends & family	Traditional Advertisement	26	22.80%
	Innovative Advertisement	88	77.19%

Table 5.C – Participants’ Response to Innovative vs. Traditional Advertising

Following filtration, the study conducted a comparative and in-depth analysis of the remaining responses. Among these, 55.26% of the participants indicated that innovative advertisements were more effective at conveying the brand's message.

Additionally, 76.30% of participants reported that innovative advertisements were superior in capturing and maintaining their attention. Furthermore, 85.08% of the participants perceived innovative advertisements as more creative than traditional advertisements, while 69.29% found innovative advertisements to be more memorable.

Moreover, 67.54% of participants stated that innovative advertisements enhanced their trust in the brand compared to traditional advertisements, and 97.36% of participants experienced a stronger emotional response towards innovative advertisements. When queried about their emotional reactions to innovative advertisements, 68.4% reported feeling happy and joyful, 60.5% felt inspired and motivated, 42.1% experienced calmness and relaxation, and 21.1% reported feelings of nostalgia. The percentages for all other responses are presented in Table 5.D.

Emotion	Percentage
Happy/Joyful	68.4%
Sad/Melancholy	07.9%
Angry/Frustrated	05.3%
Excited/Thrilled	13.2%
Calm/Relaxed	42.1%
Inspired/Motivated	60.5%
Nostalgic	21.1%
Surprised/Amazed	18.4%
Confused/Bewildered	13.2%
Anxious/Worried	05.3%

Table 5.D – Participants’ Emotional Responses (Each participant had a choice to respond with multiple options)

Of the 114 responses received, 88 participants (77.19%) indicated that they would be more inclined to share the innovative advertisement with their family and friends compared to the traditional advertisement. Additionally, 60.52% of the participants reported that the traditional advertisement was more effective in presenting the product than the innovative advertisement.

5.5 Effects on Brand Loyalty

Following exposure to innovative advertisements, the survey inquired about participants' likelihood of recommending Colgate to friends or family. 64.91% indicated a high likelihood of recommending it to others. When asked about the likelihood of choosing Colgate over other brands in the same product category, 71.05% reported a high likelihood of selecting Colgate over other brands. The study analysed responses from participants who answered the optional qualitative questions to determine the factors that elicited emotional responses while viewing an advertisement and how those responses affected their brand loyalty. The responses were categorized into various items in Table 5.E

Item	Content
1	The ad celebrated things that are common but usually disliked
2	Raises self-confidence and gives a positive boost.
3	Sentimental
4	It is finding beauty in imperfection (referring to the innovative ad)
5	Touching emotions
6	There was a story being told
7	More personal connection
8	Because it made me feel better and accept myself with all my differences-

	good and bad.
9	It helps with insecurity
10	The ad inspires and makes u confident
11	The song in the 2nd ad (Innovative advertisement) brought back so many memories and good times.
12	The ad made me feel better about myself and made an effort to understand the consumer
13	It had a direct message
14	It levels up the confidence of the User
15	It seems more humanized

Table 5.E – Participants’ Qualitative Responses to Innovative Advertising

5.6 Case Study Analysis

The study analysed carefully selected cases of internationally recognized award-winning marketing campaigns that are innovative and implemented by well-established brands, where campaign metrics are accessible upon request. This research examined "Oreo Calls" by Mondelez for its interactive augmented reality-based innovative marketing campaign; "I See Coke" by Coca-Cola for its voice-activated consumer experience marketing campaign; "Absolutely Heinz," a cross-campaign between Heinz and Absolut Vodka for its social media storytelling characteristics; "Find your Summer" by Magnum, Unilever for its personalized out-of-

home advertisement campaign; and "The First Edible Mascot" by Kellanova for its product innovation. For each of these cases, the study identified and analysed the type of advertisement, form of innovation, campaign objectives, target audience, emotional appeal, and personal connection elicited by the campaign in consumers while assessing the campaign performance through analysis of engagement metrics, sales and revenue, brand perception, and brand awareness metrics, along with any awards received. The study also investigated the industry's perspective on the campaign and its impact on the sector.

5.6.1 Case 1 – Oreo Calls

"Oreo Calls," an innovative campaign by Mondelez (VML Global, 2024a), utilized augmented reality technology to transform referee calls into interactive Oreo experiences. The campaign targeted sports enthusiasts and Oreo consumers, distinguishing itself in the competitive March Madness market without relying on conventional high-profile partnerships. By engaging viewers with unique Oreo offers, the campaign generated in excess of 100,000 scans and facilitated a 9.8% increase in sales, contributing \$15.1 billion in media value.

With a 61% redemption rate, the campaign effectively enhanced brand awareness, recall, and positive consumer sentiment (VML Global, 2024a). "Oreo Calls" established a new paradigm in innovative advertising, setting a new industry standard. The campaign's efficacy was recognized with the 2019 Effie Award and 2024 Cannes Lions (Gold and Bronze).

5.6.2 Case 2 – I see Coke

Coca-Cola's innovative campaign, "I See Coke," transformed on-screen product placement through the utilization of artificial intelligence and consumer interaction technology (VML Global, 2024b). Targeting Alexa users in Saudi Arabia, the campaign aimed to enhance brand awareness, increase sales, and establish a seamless connection between viewers and the brand.

By integrating with Amazon Alexa's Khaleeji Arabic language capability, "I See Coke" provided users with personalized offers and incentives when Coca-Cola appeared on the screen. This novel approach not only engaged viewers but also resulted in a significant 234% increase in brand awareness and a 96% offer redemption rate.

In recognition of its exceptional performance, "I See Coke" received 14 international awards, including the esteemed CLIO Award and London International Awards. The campaign established a new paradigm for voice-activated interactive advertising, demonstrating the substantial potential of combining voice assistants with on-screen product placement to influence purchase behaviour.

The campaign's impact was further amplified by coverage in prominent media outlets such as the New York Times (Hsu, 2019), Little Black Book (Little Black Book, 2024), and AdAge (Gindis, 2023).

5.6.3 Case 3 - Absolutely Heinz

Heinz and Absolut Vodka collaborated on a limited-edition co-branded pasta sauce, "Absolutely Heinz," combining their iconic brands for an innovative and nostalgic

campaign (VML Global, 2024c). Inspired by the viral TikTok trend of Penne alla Vodka, the campaign aimed to revitalize Heinz's pasta sauce line and generate interest within the FMCG sector. Employing a disruptive strategy and trend exploitation, the campaign featured co-branded packaging, social media influencer marketing, and a nostalgic aesthetic reminiscent of Absolut's 1980s print advertisements (Springer, 2023). This innovative approach effectively engaged target audiences, resulting in approximately 500 million earned media impressions and over 6.6 million TikTok views for #AbsolutelyHeinz.

The campaign's success extended beyond social media engagement, resulting in a 52% increase in Heinz's entire pasta sauce range and doubling projected sales. Recognized for its creativity and effectiveness, "Absolutely Heinz" received over 12 awards, including the prestigious CLIO Awards and D&AD Awards.

This groundbreaking collaboration established a precedent for unexpected brand partnerships and innovative co-branding within the FMCG sector. The campaign demonstrated the efficacy of social media, influencer marketing, and creative advertising in generating interest in new product offerings.

5.6.4 Case 4 – Find Your Summer

Magnum, Unilever's prominent ice cream brand, initiated an innovative campaign entitled "Find Your Summer" to stimulate sales during the off-season (MullenLowe Global, 2024). Utilizing real-time meteorological data, the campaign directed consumers to areas with favourable weather conditions in their urban environments, even during severe winter periods.

The campaign's central thesis posited that summer is a psychological state and that even brief periods of sunshine can elicit sensations of warmth and indulgence. This affective appeal resonated with consumers, establishing a robust personal connection.

Employing a combination of cinematic content, outdoor advertising, and digital media, the campaign effectively reached its target demographic of ice cream consumers seeking pleasure and indulgence. The utilization of real-time meteorological data and proximity-based notifications personalized the experience, further engaging consumers.

The campaign's efficacy was demonstrated by a 66.3% increase in sales and positive engagement metrics on social media platforms. Magnum's brand image was reinforced as a premium ice cream product associated with pleasure and indulgence, while simultaneously increasing brand awareness and recall.

"Find Your Summer" received widespread recognition for its innovative approach, effective utilization of technology, and capacity to engage consumers during a traditionally challenging period for the ice cream industry. The campaign garnered over 27 awards, including prestigious accolades such as Cannes Lions, The One Show, Clio Awards, and D&AD Awards.

This groundbreaking campaign's feature in *The Times*, *The Guardian*, *The Sun*, *The Daily Mail*, *AdAge*, and *Contagious*, among others, demonstrated the potential of innovative advertising to drive sales and enhance brand perception, even during off-peak seasons. It exemplified the value of leveraging technology to create personalized and engaging experiences for consumers.

5.6.5 Case 5 – Edible Mascot

Kellanova, formerly Kellogg's, initiated an innovative marketing campaign featuring an edible mascot, Toasty the Toast, as a limited-edition Pop-Tarts flavour (Weber Shandwick, 2024). This novel approach aimed to increase sales, generate publicity, and utilize social media to cultivate a community around the Pop-Tarts brand. The campaign's objective was to position Kellanova, now independent from Kellogg's, as a brand dedicated to snacks while Kellogg's focused on cereals.

Toasty the Toast rapidly gained viral popularity, generating over 4 billion impressions and 1500% more mentions than competing sponsors. The campaign's success extended beyond social media platforms, resulting in a 926% return on sponsorship and over 21 million Pop-Tarts units sold.

In recognition of the campaign's impact, Toasty the Toast was featured in numerous media outlets and received 3 International Awards, including Clio Awards and Cannes Lions. This innovative campaign demonstrated the efficacy of limited-edition products, social media engagement, and novel product concepts in stimulating consumer interest and increasing sales within the Fast-Moving Consumer Goods (FMCG) sector.

5.7 Case Study Takeaway

The research findings indicated that across all award-winning cases, the primary focus was on innovative approaches, encompassing augmented reality technology, voice activation, unconventional co-branding, highly personalized out-of-home advertising, narrative techniques, and limited-edition products.

Social media platforms were instrumental in fostering engagement for the majority of campaigns, with user-generated content and influencer marketing serving as significant strategies. All campaigns effectively elicited positive emotional responses, such as nostalgia, humour, and playfulness, establishing a personal connection with consumers.

For the selected cases, the metrics and outcomes demonstrated an increase in brand awareness, sales, and brand perception. Technological advancements, including augmented reality, voice activation, and real-time data analysis, are increasingly influencing FMCG advertising strategies. Effective narrative techniques that evoke emotions and resonate with the target audience remain a crucial element of successful advertising campaigns.

6.0 Discussion

This study sought to examine the transformative potential of innovative advertising strategies within the Fast-Moving Consumer Goods (FMCG) sector, investigating their impact on consumer affect and subsequent implications for long-term brand loyalty.

McLuhan's (1964) media theory introduced the media effects model, asserting that "the medium is the message." This model proposes that the mode of information presentation can be as influential as the content itself. Results from the study indicated that diverse media, including voice-activated advertising, a personalized billboard, and some previously unexplored marketing channels, have disrupted conventional advertising paradigms and garnered increased attention for innovative campaigns.

This study demonstrated that innovative advertising facilitates positive consumer experiences, which can significantly influence consumers' information processing, motivate their actions, and regulate their pursuit of consumption-related objectives.

The extant literature indicated that emotions play a significant role in various cognitive functions, including decision-making, social interaction, learning, and memory. Damasio's (1994) Somatic Marker Hypothesis elucidated the interrelationship between emotions, the body, and rational decision-making. The qualitative responses obtained from the survey, in conjunction with the performance of the advertisements in the case studies, empirically corroborate the notion that consumer decision-making transcends purely rational and cognitive processes. As Batra & Ray (1986) postulated, emotions are integral to this process. This phenomenon is evidenced in the qualitative responses of consumers to the advertising campaigns.

As Keller (1993) emphasizes, true brand loyalty extends beyond mere repeat purchases, encompassing elements such as emotional attachment, positive word-of-mouth advocacy, and a willingness to pay a premium for the brand. This study provides empirical evidence that innovative advertising strategies eliciting emotional responses in consumers can foster positive word-of-mouth advocacy. When the study queried participants about their likelihood of recommending the brand to family and friends, 64.91% of participants indicated a high probability, thus supporting this assertion.

In comparison to static advertising formats such as billboards or television commercials, innovative advertising methodologies facilitate enhanced engagement and generate a more impactful brand experience (van Berlo and Chen, 2024). The

potential of innovative advertising resides in its capacity to disrupt conventional patterns of consumer behaviour and establish a more immersive and engaging brand experience as discussed in Scholz and Smith (2016). This assertion is corroborated by engagement metrics, wherein 76.3% of participants indicated that innovative advertisements demonstrated superior efficacy in capturing attention and maintaining engagement.

While innovative advertising strategies can be effective mechanisms for capturing consumer attention and differentiating products, there exists a potential risk of inadvertently engaging in deceptive practices. As Richardson-Greenfield (2018) observed, this can result in consumer mistrust and alienation. This potential for adverse consequences is corroborated by survey data, with 13.20% of participants reporting experiencing confusion or bewilderment in response to innovative advertising.

Emotional contagion is defined as the transmission of emotions between individuals. In the context of advertising, it refers to the capacity of advertisements to elicit emotions in viewers that can subsequently be transmitted to others. Advertisers utilize this phenomenon by strategically evoking positive emotions, such as happiness or nostalgia, through the implementation of evocative visuals, music, and narratives (Bagozzi et al., 1999). This is exemplified by the award-winning advertisement campaign used in the survey as the innovative component featuring Katy Perry's award-winning song "Roar" (*Katy Perry - Roar*, 2013), which effectively elicited emotional responses in participants as observed in their qualitative response to advertisements in the survey. The use of popular music from a listener's past can evoke nostalgia and improve advertisement attitudes through the generation of

favourable nostalgia-related thoughts and good moods (Chou and Lien, 2010). Emotional contagion facilitates enhanced attention, improved brand recall, and a favourable bias towards the advertised brand.

Positive brand advocacy and word-of-mouth (WOM) marketing, also known as earned media, refers to the phenomenon wherein satisfied consumers become vocal proponents of the brand (Hollebeek et al., 2014). As evident in the industry sentiment surrounding the case studies, innovative advertising can effectively foster positive word-of-mouth. All of the featured cases garnered significant media attention, highlighting the efficacy of innovative advertising in generating organic buzz and enhancing brand visibility. This organic form of marketing is particularly effective because it leverages the inherent credibility of peer recommendations, ultimately contributing to increased brand loyalty (Bismoaziiz, Suhud, and Saparuddin, 2021; Shafiq and Ziaullah, 2024). Earned media is valuable because it is perceived as more credible than traditional advertising and positive coverage can significantly influence brand perception and loyalty within the FMCG sector.

Through the analysis of patterns in consumers' attitudes towards advertisements, one can gain insights into consumer engagement with advertising and the types of advertisements to which they are most receptive. The study demonstrated that consumers exhibit greater receptivity to innovative advertising, as it elicits emotional engagement and fosters a sense of investment.

The findings of this study underscore the critical role of emotions in fostering brand loyalty within the FMCG sector. Innovative advertising campaigns that effectively evoke positive emotions, such as joy, surprise, and nostalgia, have a significant impact on consumer perceptions and behaviours (Muehling and Pascal, 2012). By

creating a strong emotional connection with the brand, these campaigns have driven increased brand awareness, purchase intent, and positive word-of-mouth recommendations, as case study analysis demonstrates.

Consequently, they position the brand prominently in consumers' minds, enhancing recall during subsequent purchasing decisions. As Luzuriaga (2019) suggests, olfactory marketing can create associative aromas that generate brand recall and influence the consumer subconsciously in the purchase decision process. This aligns with existing research on the influence of emotions in consumer decision-making, suggesting that brands capable of engaging consumers emotionally are more likely to cultivate enduring loyalty.

This study indicates that consumers are susceptible to advertising they find engaging or interesting, potentially accepting brand claims even if they are inaccurate or incomplete. As Kim, Lloyd and Cervellon (2016) suggest advertising effectiveness can be enhanced through narrative transportation, which implies that consumers may become more receptive to brand claims when they are engrossed in a compelling narrative.

Contemporary consumer attitudes towards advertising suggest a critical approach, with engagement limited to content perceived as interesting, while disregarding or avoiding other forms that fail to elicit emotional engagement. While some advertisements merely present products, innovative advertising stimulates curiosity and encourages further exploration (Honda and Yanagisawa, 2024).

Consumers value technology and innovation. A modern, novel, and innovative concept or product receives media attention, as exemplified by voice-activated

marketing campaigns being featured in prominent media outlets, providing the brand with increased exposure. Consumers exhibit curiosity and are inclined to explore or experiment with novel offerings. This curiosity is a significant psychological factor that influences consumer behaviour, as it can drive the motivation to purchase (Hill, Fombelle and Sirianni, 2016). When Oreo launched its Oreo call campaigns, consumers demonstrated a genuine interest in investigating the QR code's purpose, and upon receiving their offers, they experienced a positive response, potentially encouraging repeated engagement. This positive reinforcement may have fostered continued interaction.

A positive correlation coefficient between advertising's influence on consumers and their purchase decisions indicates a strong impact of advertising on consumer behaviour. The more emotionally resonant the advertisements are, the higher the likelihood of consumer interaction with the product. Kujur and Singh (2018) found that positive emotional appeals in advertisements, such as contentment, happiness, and love, positively influence consumer engagement.

Technological advancements play a crucial role in enabling innovative advertising strategies. Augmented reality (AR), voice activation, and real-time data present new opportunities for brands to create personalized and engaging experiences.

A significant majority of participants indicated that new technology and innovation, as well as a brand image (93.54% and 91.12%, respectively), are important factors in their purchase decisions. This suggests that consumers in the fast-moving consumer goods (FMCG) sector increasingly seek brands that demonstrate innovation and possess a strong brand identity. The analysis of consumer responses demonstrated that innovative advertising has an increased likelihood of capturing consumer

attention, enhancing brand memorability, and fostering emotional resonance between consumers and the brand.

7.0 Industry Implications of The Role of Innovative Advertising in Cultivating Long-Term Brand Loyalty: A Study of Emotional Responses within the Consumer Goods Industry.

The FMCG advertising industry is at a crossroads. Traditional methods, while effective in the past, are increasingly losing their impact as consumers become more discerning and resistant to overt marketing. To thrive in this evolving landscape, the industry must embrace innovative formats that tap into consumer emotions and deliver personalized experiences.

7.1 Implications for FMCG Companies

Consumers are more likely to engage with brands that resonate with their feelings and values (Khan, Qabool and Rasheed, 2023). Advertising should focus on creating emotional connections rather than simply conveying product information. Through comprehending the transformative potential of innovative advertising and its capacity to cultivate long-term brand loyalty, industry stakeholders should formulate more effective marketing strategies and contribute to the overall growth and development of the sector.

Innovative advertising techniques, such as personalized digital campaigns and interactive experiences, have the potential to facilitate stronger emotional connections between FMCG brands and consumers. By the utilization of data-driven insights and emerging technologies, brands should develop more engaging and memorable marketing experiences that resonate with their target audience on a

more profound level. This transition towards emotionally driven, innovative advertising may result in enhanced brand loyalty and customer retention, ultimately contributing to long-term success in the competitive FMCG landscape.

FMCG companies should not only adopt existing innovative technologies but also endeavour to become pioneers in developing their groundbreaking advertising solutions. By fostering a culture of creativity and innovation within their organizations, FMCG brands will contribute novel ideas and approaches to the advertising industry, potentially revolutionizing how products are marketed and consumed.

This proactive approach towards innovation will differentiate companies from competitors and position them as thought leaders in both the FMCG and advertising sectors. To illustrate this point, consider the case of a prominent FMCG brand that developed an augmented reality (AR) application enabling consumers to virtually evaluate makeup products before purchase. This innovative approach not only enhanced the consumer experience but also reduced product returns, demonstrating how technological advancements can directly influence consumer behaviour and business outcomes in the FMCG sector.

To effectively engage with consumers, fast-moving consumer goods brands should prioritize the creation of experiences that stimulate feelings of value, understanding, and care among their target audience. By emphasizing the development of authentic relationships and emotional connections, rather than solely focusing on product promotion, companies can cultivate a sense of belonging and affinity that resonates profoundly with consumers. This human-centric approach has the potential to significantly enhance brand loyalty, as consumers develop a personal affiliation with the brand that transcends mere product satisfaction.

Like a river following the natural contours of the terrain, successful Fast-Moving Consumer Goods brands must align with consumers' interests and values. By developing compelling brand narratives that resonate with their target audience's aspirations and beliefs, companies can generate a persuasive appeal that attracts consumers to their products and experiences. This narrative approach transforms the brand from a mere product provider into a relatable entity in the consumer's narrative. In some instances, these entities can be influencers representing the brands, or if the brand has sufficient market presence, it can be the brand itself, fostering a deeper and more enduring connection.

To complement this approach, FMCG companies should leverage digital advertising channels to amplify their brand narratives and reach consumers where they spend most of their time online. Social media platforms, in particular, offer unique opportunities for brands to engage with consumers directly, share their side of the story, and foster authentic connections through interactive campaigns.

Conventional advertising metrics may be inadequate for assessing the effectiveness of innovative campaigns (Rosenkrans and Rosenkrans, 2007). Media and advertising agencies must develop novel metrics that quantify the impact of these campaigns on consumer engagement, brand perception, and purchase behaviour.

The rapid evolution of cultural and social values can render traditional advertising strategies ineffective (Chakraborty, 2023). It is imperative for brands to remain cognizant of these shifts and modify their messaging accordingly.

Consumers have become more sophisticated in their understanding of digital technologies. They are cognizant of cookies and their management. Increasing

concerns regarding ad-blocking and privacy issues may restrict the reach and efficacy of conventional advertising methods. Consequently, brands must investigate alternative channels to deliver these advertisements to consumers and prioritize consumer privacy.

Consumers are increasingly exhibiting concern regarding sustainability and environmental impact. Organizations must ensure that their advertising aligns with their sustainability objectives and avoids contributing to adverse environmental consequences.

Advertising should also be utilized to promote positive social change and support philanthropic causes. Brands should also leverage environmentally conscious advertising methods, such as digital billboards powered by renewable energy or biodegradable promotional materials, to demonstrate their commitment to sustainability. Businesses should integrate cause-related marketing initiatives into their advertising strategies, aligning their campaigns with social issues that resonate with their target demographic and fostering a sense of purpose-driven consumerism.

While these sustainability-focused advertising strategies may appear beneficial, they could potentially be viewed as "greenwashing" if not supported by genuine corporate action. Cause-related marketing might be perceived as exploitative if companies appear to be profiting from social issues without making substantial contributions.

The effectiveness of environmentally conscious advertising methods in actually reducing environmental impact may be questionable, as the production and disposal of even biodegradable materials still consume resources.

Brands should seek to establish two-way communication channels with their consumers, as opposed to adhering to conventional unidirectional advertising methodologies. They might also explore innovative approaches to engage consumers in their environmental initiatives or find new mediums to make communications two-way. By fostering genuine bidirectional communication, brands can not only demonstrate their commitment to sustainability but also gather valuable insights from their customers to inform and enhance their eco-friendly practices.

7.2 Implications for Policymakers

It is imperative that policymakers consider the implementation of ethical advertising standards to safeguard consumers from misleading or exploitative marketing practices within the FMCG sector.

Such standards should encompass guidelines on transparency in product claims, limitations on targeting vulnerable populations, and mandates for the disclosure of sponsored content. Through the establishment of a balance between innovation and consumer protection, policymakers can ensure that the growth of the FMCG industry remains both competitive and socially responsible.

To address data privacy concerns and ensure ethical personalized marketing, companies in the FMCG industry should implement robust data protection measures and transparent consent processes. This approach can foster trust among consumers while still allowing for innovative marketing strategies. By striking a balance between personalization and privacy, the industry can continue to evolve its marketing practices responsibly, ensuring long-term sustainability and consumer loyalty.

It is recommended that policymakers support the development of specialized training programs and workshops focused on digital marketing, data analytics, and consumer behaviour trends specific to the FMCG sector.

Furthermore, they must facilitate partnerships between educational institutions and FMCG companies to establish internship opportunities and practical learning experiences for students. These initiatives have the potential to address the skills gap and ensure a consistent supply of talent equipped to drive innovation in FMCG advertising.

To promote industry-wide advancement, policymakers should facilitate regular symposia or conferences where FMCG companies, digital marketing experts, and consumer advocacy groups can exchange insights and examine emerging trends. These collaborative events could function as platforms for developing industry-wide standards and best practices, ensuring that innovation in FMCG advertising remains aligned with consumer interests and ethical considerations.

Collaboration between brands, agencies, and technology providers is essential for developing innovative solutions. The exchange of knowledge in the FMCG industry functions as a critical mechanism, equivalent to the constant flow required in a water pipeline to prevent stagnation. When companies withhold their insights, akin to water impounded behind a dam, the progression of innovation decelerates significantly, ultimately resulting in a dearth of novel ideas across the entire sector. By cultivating an environment that promotes open discourse and collaborative learning, policymakers can ensure the continued vitality of creativity, thereby sustaining the industry's growth trajectory. However, protecting a company's intellectual property is equally important.

Governments play a crucial role in facilitating the growth of personalized marketing by investing in digital infrastructure. By improving broadband access and supporting cloud computing initiatives, governments can create an environment that enables companies to leverage advanced data analytics and deliver targeted marketing campaigns. This infrastructure support can also help address the challenges of data management and privacy protection, allowing businesses to implement more sophisticated and responsible personalized marketing strategies.

Governments should offer tax incentives or grants to companies investing in cutting-edge advertising technologies that prioritize consumer privacy and data protection. These incentives could encourage the development of more sophisticated AI-driven marketing tools that deliver personalized experiences without compromising user confidentiality. Additionally, policymakers could establish innovation hubs or public-private partnerships focused on advancing ethical and effective personalized marketing practices.

7.3 Further Research

This research offers insights into the immediate effects of creative marketing on consumer loyalty; however, additional studies could explore the enduring impact of these approaches. Examining the progression of consumer sentiments and behaviours over time is essential for evaluating the longevity of brand allegiance generated through innovative promotional techniques. It is necessary to investigate how different generations respond to innovative advertising. Further study could analyse preferences, values, and behaviours across age groups to tailor campaigns accordingly.

The current investigation centred on the broader fast-moving consumer goods (FMCG) industry. Subsequent research should examine the efficacy of creative advertising within particular product segments, such as food, beverages, cosmetics, or household products. This would enable a more refined comprehension of how inventive marketing strategies can be customized for various product types and consumer requirements. Analyse unsuccessful innovative advertising campaigns to identify common pitfalls and derive insights from negative experiences. This can provide valuable information regarding the challenges and risks associated with innovative approaches.

Further research should investigate the underlying neurological and psychological processes involved in consumer responses to innovative advertising. Explore how emotions, memory, and attention are influenced by different advertising techniques.

Further research should collaborate with researchers from other fields, such as psychology, sociology, and neuroscience, to gain a more comprehensive understanding of consumer behaviour and the impact of innovative advertising.

8.0 Conclusion

This dissertation has examined the transformative potential of innovative advertising strategies within the Fast-Moving Consumer Goods (FMCG) sector, investigating their impact on consumer effect and subsequent implications for long-term brand loyalty. Through a rigorous mixed-methods approach, this research has revealed compelling evidence supporting the assertion that innovative advertising plays a pivotal role in fostering enduring brand loyalty.

Central to this conclusion is the deductive reasoning that innovative marketing elicits emotional responses in consumers, which, subsequently, foster brand loyalty. This logical progression is corroborated by the empirical evidence presented throughout this study.

Firstly, the research has demonstrated that innovative advertising strategies have a significant impact on consumer emotions. Through the utilization of advanced technologies, narrative techniques, and interactive components, these campaigns effectively elicit a range of positive emotional responses, including joy, surprise, nostalgia, and inspiration. This emotional resonance serves as a potent catalyst for capturing consumer attention, facilitating deeper engagement, and creating a lasting impression.

Secondly, the study has conclusively established the correlation between emotions and brand loyalty. The qualitative data obtained through the survey and the case study analysis revealed that consumers who experience positive emotional responses to innovative advertising exhibit a higher tendency to develop a strong affinity for the brand. This emotional connection transcends mere product features and provokes a sense of attachment that is fundamental to enduring loyalty.

Thirdly, the research has provided substantial evidence that innovative advertising can effectively promote brand loyalty. By eliciting emotional responses and fostering positive consumer experiences, these strategies can differentiate brands from their competitors, enhance brand perception, and drive repeat purchases. The case studies presented in this dissertation offer concrete examples of how innovative advertising has successfully achieved these objectives, resulting in increased brand loyalty and long-term success.

This research contributes to the existing body of knowledge on consumer behaviour, advertising, and brand loyalty by providing empirical evidence for the transformative potential of innovative advertising strategies. The findings challenge traditional perspectives that emphasize rational decision-making and highlight the significance of emotions in shaping consumer preferences and behaviour. By demonstrating the emotional impact of innovative advertising and its capacity to foster brand loyalty, this research contributes to a more nuanced understanding of consumer-brand relationships within the FMCG sector.

Furthermore, the study's findings offer insights into the evolving role of advertising in the digital age. As consumers become increasingly sceptical of traditional advertising methods, innovative approaches that engage emotions and create meaningful experiences are becoming increasingly essential for establishing strong brand connections. This research underscores the importance of adapting advertising strategies to align with the changing expectations and behaviour of contemporary consumers.

In conclusion, this research has substantiated the hypothesis that innovative marketing elicits emotional responses in consumers, which, in turn, foster brand loyalty. The findings provide valuable insights for marketing professionals and advertisers operating within the FMCG sector, emphasizing the significance of incorporating innovative elements into their advertising strategies. By harnessing the influence of emotions and creating engaging consumer experiences, brands can cultivate enduring loyalty and achieve sustainable growth in the contemporary competitive marketplace.

8.1 Limitation & Further Research

While this study has made significant contributions to the field, it is essential to acknowledge its limitations and potential areas for future research. The sample size of 124 participants may be considered relatively small, potentially limiting the generalizability of the findings to the broader FMCG sector. A larger sample size could provide more robust and representative results.

The study focused on a particular set of innovative advertising techniques, such as augmented reality, voice activation, and emotional storytelling. Further research could explore the effectiveness of other innovative approaches, such as personalized advertising, gamification, or influencer marketing.

The survey received responses from over 45 cities in 15 countries. Future research could examine the effectiveness of innovative advertising in a selective and particular cultural context, where consumer preferences and behaviour may be more distinctive and substantial.

While the study provides evidence of the short-term impact of innovative advertising on brand loyalty, further research could investigate the long-term effects of these strategies. Understanding how consumer attitudes and behaviours evolve is crucial for assessing the sustainability of brand loyalty fostered through innovative advertising.

The study focused on the general FMCG sector. Future research could delve deeper into the effectiveness of innovative advertising within specific product categories, such as food, beverages, personal care, or household goods. This would allow for a

more nuanced understanding of how innovative advertising strategies can be tailored to different product types and consumer needs.

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Appendices

Appendix A – Survey Data Collection Form

A STUDY OF CONSUMER EXPERIENCES.

UNIVERSITY OF BIRMINGHAM

Advertising x Emotions

Hi there! Your participation in this research will help us understand the role of innovative advertising in building long-term brand loyalty. This study focuses on how consumer experiences within the Fast Moving Consumer Goods industry impact advertising effectiveness.

Thank you for choosing to contribute to the research. Your participation in this survey is greatly appreciated.

[Sign in to Google](#) to save your progress. [Learn more](#)

* Indicates required question

Commissioned by Anudheep Sriraj

This research partially fulfils the requirements for the Master of Science in International Business at the University of Birmingham.

For any questions about the survey or research, please get in touch with the researcher [ANUDHEEP SRIRAJ](mailto:ANUDHEEP.SRIRAJ@STUDENT.BHAM.AC.UK) at AXR1098@student.bham.ac.uk

By participating in this survey, you agree to the following terms *

1. Eligibility: You must be over the age of 18 and have the capacity to fully understand and consent to this research.
2. Voluntary Participation: Your participation in this survey is entirely voluntary. You have the right to withdraw from the survey at any time without providing a reason.
3. Confidentiality: All information you provide will be kept strictly confidential. Your personal information will not be shared with any third party without your explicit written consent.
4. Data Security: Your data will be stored securely on password-protected computers with disk and file encryption. Access to the data will be limited to university staff involved in the study for research purposes only. All data will be destroyed upon completion of the study.
5. Data Usage: The data collected from this survey will be used exclusively for research purposes. It may be analyzed and published in academic journals or research reports, but your identity will remain completely anonymous.
6. No Incentives: There will be no incentives offered for participating in this survey.
7. Ethical Compliance: This research adheres to ethical guidelines for research involving human participants.

I understand & consent

I disagree

Demographic & Lifestyle Information

To help us better understand the results of this study, we will collect some general demographic information. Please note that this information will be treated confidentially and will not be used to identify you. **Your participation remains completely anonymous.**

Age *

- 18-24
- 25-34
- 35-44
- 45-54
- 55 or Older

How would you describe your gender? *

- Man
- Women
- Non-Binary
- Prefer not to say
- Other: _____

Occupation *

- Student
- Employed Full-Time
- Employed Part-Time
- Self Employed
- Retired
- Unemployed
- Other: _____

Level of Education *

- High school diploma or equivalent
- Bachelor's degree
- Master's degree
- Doctoral degree or professional degree
- Other: _____

Annual Income *

- Less than 20,000 GBP
- 20,000 - 39,999 GBP
- 40,000 - 49,999 GBP
- 50,000 - 59,999 GBP
- 60,000 GBP or more

Geographic Information

Country of Residence *

This is the country in which you currently reside

Your answer _____

City of Residence *

This is the City in which you currently reside

Your answer _____

Lifestyle Information

Marital Status *

- Single
- In a Relationship (Not Married)
- Married
- Seperated
- Widowed
- Other: _____

How important is innovation and new technology to you? *

On a scale of 1-5, one -being the least important and five being the most important.

- 1 2 3 4 5
- Least Important Most Important

Advertisement Consumption Information

How do you feel about advertising?

[Optional] This is a subjective open-ended question. You may answer this question in your own words or skip this question.

Your answer _____

Advertising is necessary for a business to succeed *

Do you agree or disagree with this statement? On a Scale of 1-5, one being, you strongly disagree and five being, you strongly agree.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Brand image is important when making purchasing decisions. *

Do you agree or disagree with this statement? On a scale of 1-5, one being, you strongly disagree and five being you strongly agree.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Advertising influences your purchase decisions *

Do you agree or disagree with this statement? On a Scale of 1-5, one being, you strongly disagree and five being you strongly agree.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

How often are you exposed to advertisements per day? *

- Less than 5 times
- 5-10 times
- 11-20 times
- More than 20 times

On which platform do you encounter advertisements frequently? *

Select all that applies

- Television
- Social media
- Online (websites, apps)
- Print media (newspapers, magazines)
- Out-of-home (billboards, transit ads)
- Other: _____

Do you actively seek out or avoid advertisements? *

On a scale of 1-5, one being you do not seek ads and five being you actively seek ads.

	1	2	3	4	5	
Do Not Seek ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Actively Seek Ads

How do you react to advertisements that are innovative and interesting? *

- Pay Attention
- Do Not Pay Attention
- Skip the Ad

Which type of innovative advertisements do you find most engaging? *

Select all that applies

- Augmented reality (AR)
- Virtual reality (VR)
- Interactive elements (e.g., games, quizzes)
- Storytelling and emotional appeals
- User-generated content
- Other: _____

Advertisement Exposure

In the following section, you will be asked a series of questions about your experiences with Fast Moving Consumer Goods (FMCG) brands. You will then be shown two advertisements and asked to provide feedback on them. Your honest and detailed responses will help us understand consumer reactions to innovative advertising.

Please note that if you are unfamiliar with the brands presented, you will be directed to the end of the survey.

Are you familiar with the brand Colgate? *

- Yes
- No

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Next

Clear form

Pre Ad Exposure

Do you believe Colgate is a Fast Moving Consumer Goods brand? *

- Yes
- No

What is the first image that comes to your mind when you think of Colgate?

[Optional] This is a subjective open-ended question. You may answer this question in your own words or skip this question.

Your answer _____

Are you a regular user of this brand? If, yes how loyal? *

(Select 1 on the scale if you do not use Colgate) On a scale of 1-5, one being you are not loyal and five being you are highly loyal.

- 1 2 3 4 5
- Not Loyal Highly Loyal

How likely are you to purchase a product from Colgate in the next 3 months? *

(Select 1 on the scale, if you do not use Colgate) On a scale of 1-5, one being not likely and five being highly likely.

- 1 2 3 4 5
- Not Likely Highly Likely

Back

Next

Clear form

Advertisement Exposure - Traditional

Watch the following advertisement as many times as you'd like, then proceed to the next section of the survey. **We strongly recommend using headphones.** If you've seen this ad before, please watch it again for this research.

Advertisement Exposure - Traditional



Colgate Active Salt

Advertisement Exposure - Innovative

Watch the following advertisement as many times as you'd like, then proceed to the next section of the survey. **We strongly recommend using headphones.** If you've seen this ad before, please watch it again for this research.

Advertisement Exposure - Innovative



The Beauty of Gaps - Colgate Story

Back

Next

Clear form

Post Ad Exposure

Did you understand what the advertisements were trying to convey? *

- Yes
- No

Which advertisement grabbed your attention and made you feel most engaged? *

- Ad 1 - Colgate Active Salt
- Ad 2 - The Beauty of Gaps

Which advertisement do you think is most creative? *

- Ad 1 - Colgate Active Salt
- Ad 2 - The Beauty of Gaps

Which advertisement evoked a stronger emotional response? *

- Ad 1 - Colgate Active Salt
- Ad 2 - The Beauty of Gaps

How did the said advertisement make you feel? *

Select all that applies

- Happy/Joyful
- Sad/Melancholy
- Angry/Frustrated
- Excited/Thrilled
- Calm/Relaxed
- Inspired/Motivated
- Nostalgic
- Surprised/Amazed
- Confused/Bewildered
- Anxious/Worried
- Other: _____

Why do you think, the said ad evoked an emotional response?

[Optional] This is a subjective open-ended question. You may answer this question in your own words or skip this question.

Your answer _____

Which advertisement do you think will be more memorable? *

- Ad 1 - Colgate Active Salt
- Ad 2 - The Beauty of Gaps

Which advertisement do you think was most effective in conveying the brand's message? *

- Ad 1 - Colgate Active Salt
- Ad 2 - The Beauty of Gaps

Which advertisement do you think was most effective in presenting the product? *

- Ad 1 - Colgate Active Salt
- Ad 2 - The Beauty of Gaps

Which advertisement makes you trust the brand more? *

- Ad 1 - Colgate Active Salt
- Ad 2 - The Beauty of Gaps

Why did the said ad make you trust the brand more?

[Optional] This is a subjective open-ended question. You may answer this question in your own words or skip this question.

Your answer _____

Which ad would you be more likely to share with friends or family? *

- Ad 1 - Colgate Active Salt
- Ad 2 - The Beauty of Gaps

Back

Next

Clear form

Brand Perception Metrics

How likely are you to recommend Colgate to friends or family? *

(Select 1 on the scale, if you do not use Colgate) On a scale of 1-5, one being not likely and five being highly likely

1 2 3 4 5

Not Likely Highly Likely

How likely are you to choose Colgate over other brands in the same product category? *

(Select 1 on the scale, if you do not use Colgate) On a scale of 1-5, one being not likely and five being highly likely

1 2 3 4 5

Not Likely Highly Likely

Back

Next

Clear form

Thank you for choosing to contribute to the research. Your participation in this survey is greatly appreciated.

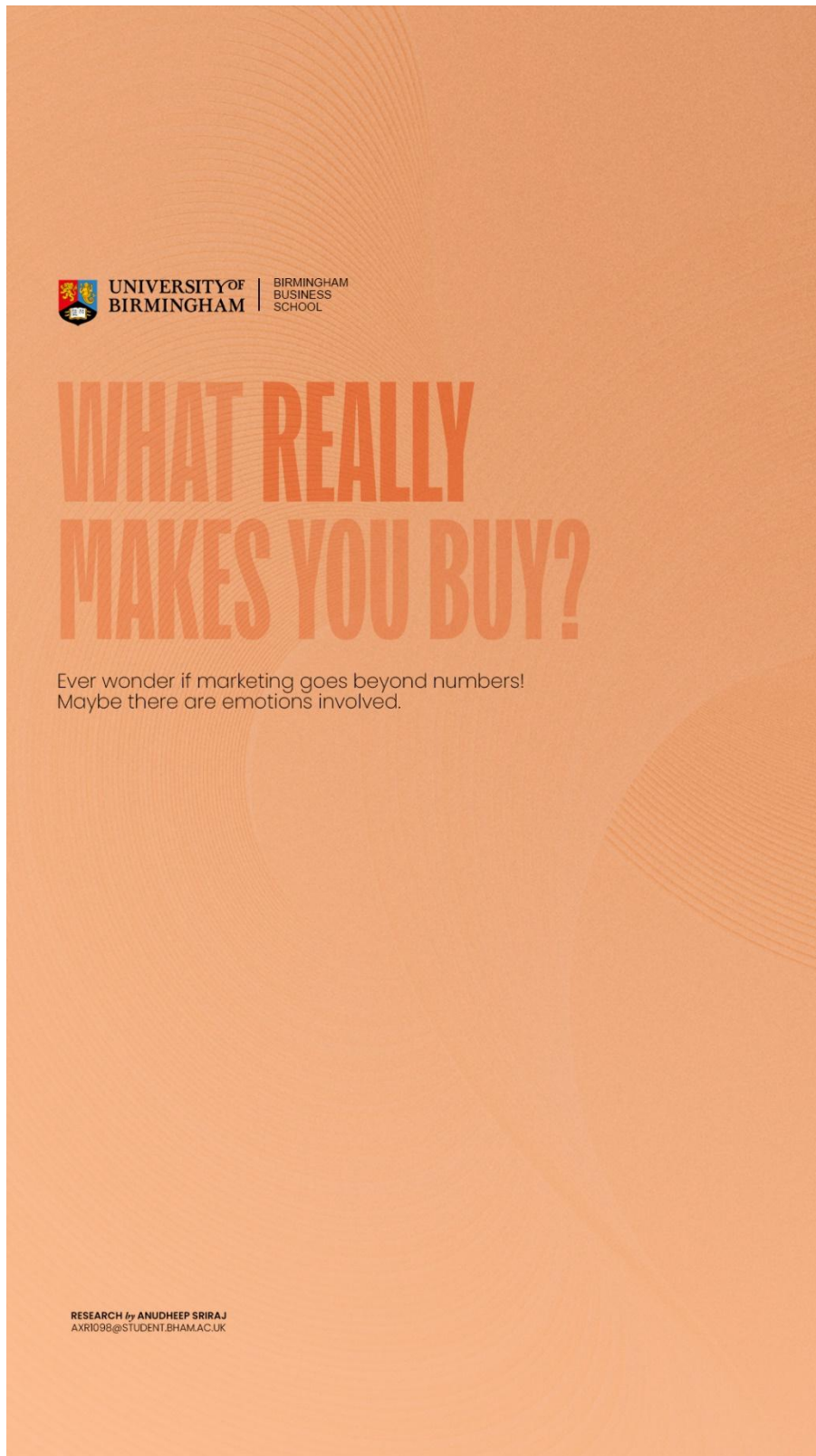
Please note that your responses to this survey are anonymous. If you'd like to be kept informed about the progress of this research, please contact the researcher, [Anudeep Sriraj](mailto:Anudeep.Sriraj@student.bham.ac.uk), at AXR1098@student.bham.ac.uk.

Back

Submit

Clear form

Appendix B – Graphic Design Used for Instagram



Appendix C – Graphic Design Used for WhatsApp



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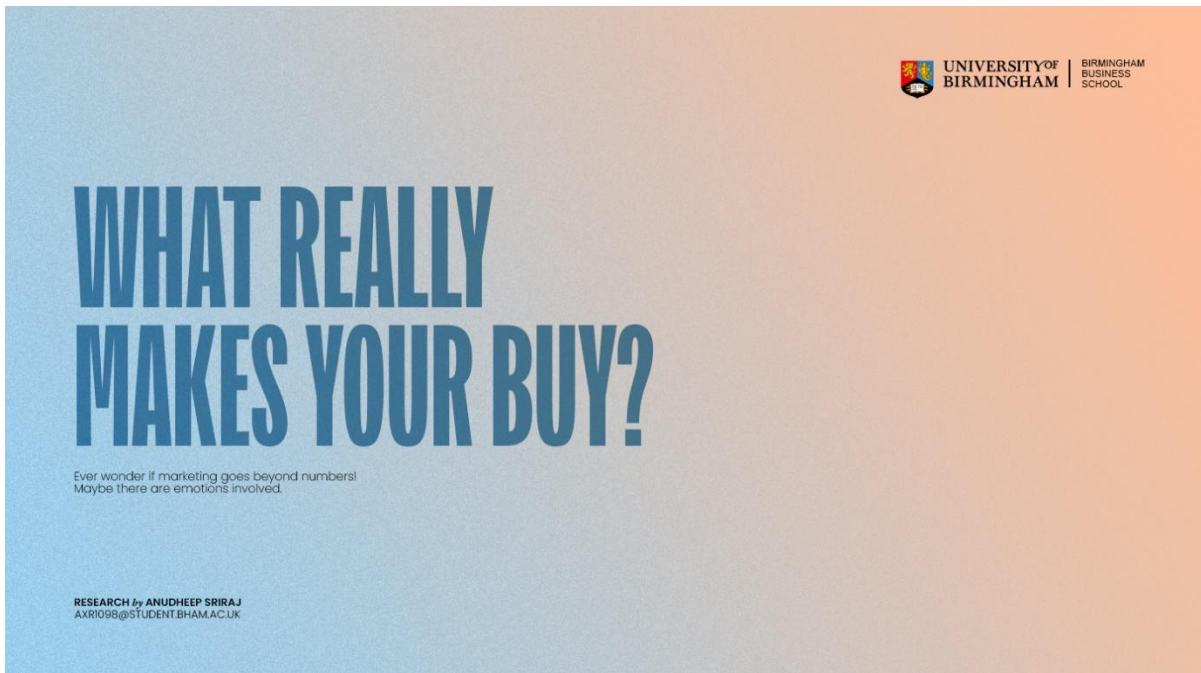
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EMOTIONS & MARKETING!

Ever wonder if marketing goes beyond numbers!
Maybe there are emotions involved.

RESEARCH by ANUDHEEP SRIRAJ
AXR1098@STUDENT.BHAM.AC.UK

Appendix D – Graphic Design Used for Iscicle



Appendix E – Personal Webpage

