

Emotional Resonance in Marketing: Analysing the Effectiveness of Emotional Appeals in Advertising among Generation Z

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ABSTRACT

The research explores the role of eleven emotional appeals—musical, empathy, youth, popularity, endorsement, adventure, fear, humour, romantic, personal, and social—on Generation Z, a generation recognized for their overtly digital lifestyle and diverse interests. Using a one-way repeated measures ANOVA, the results show that there are significant differences between the appeal effects. Appeals to music, empathy and youth have the greatest effect on this group whereas appeals to humour, romance and the personal direct connection play no meaningful role. There are also gender effects, as males prefer humour and fear appeals while females prefer empathy and music appeals. Furthermore, age and education also moderate the effectiveness of the endorsements and the romantic themes, with more positive responses from the older and more educated segment of the survey.

Keywords: Emotional Appeals, Generation Z, Advertising Effectiveness, Consumer Engagement, Marketing Strategies, Consumer Behaviour, Marketing, ANOVA Repeated Measures

INTRODUCTION

Emotional appeals have become a staple of modern advertising, perfectly leveraging psychological triggers to shape consumer perceptions and affect behaviours (Vrtana & Krizanova, 2023). These appeals from empathy and fear to humour and aspiration seek to improve engagement on an emotional level between consumers and brands (Kozarezova, 2024); (Weber, 2024). And as advertising channels multiply and competition becomes fiercer, it is critical to seize a better understanding of precisely how differentiating forms of emotional appeal resonate with individual demographic groups for writing impactful, suitable campaigns (He et al., 2022).

As you might know, Generation Z includes people born from the mid-1990s to the early 2010s (Slepian et al., 2023; Jayatissa, 2023), which is a unique and powerful consumer group. The digital native, social aware and multi-faceted generation presents many opportunities and a few challenges for advertisers (Ribeiro et al., 2023). To resonate with this audience, you must know how to employ those emotional appeals that best align with their values, interests and expectations. Where previous generations have mainly been influenced by the time they spend watching television or listening to the radio (Kidman, 2019), Gen Z's approach is informed through media multi-tasking and expand topics because of high levels of social awareness (Zaka et al. 2023), leading to advertisers catering their methods towards them for more gain.

Advertising touches an emotional cord which create specific kind of feeling within the audience that appeals their internal values and dreams (Vrtana & Krizanova, 2023). Empathy-driven appeals, for instance, can foster trust and show a brand's commitment to social causes while urgency-based appeal may force action. Likewise, humour can be used to create great content that sticks in the consumer's memory while aspiration feeds into needing to better themselves or perform.

However, their effectiveness is not uniform across the demographic board and can be influenced by gender, age, education and many more.

This research seeks to investigate the effectiveness of different emotional appeals in attracting Generation Z through a systematic approach. Using a one-way repeated measures ANOVA, the paper compares different emotional triggers which may lead to superior performance among young marketers and provides insights about how gender, age and education play their part in eliciting emotions. Decoding these mechanisms is critical to established appropriated advertising solutions that touch upon the varying and changing preferences of this younger market segment - Generation Z.

These insights derive from the content of this research which is designed to help advertisers shape their marketing strategies to engage more effectively with Generation Z, indicating which emotional appeals evoke the most response and the considerable factors that can influence that response. With this generation of young adults sought after as target consumers, brands that can use this understanding about how effectively different emotions appeal to this group up to 2023 will make the best campaign efforts.

REVIEW OF LITERATURE

Emotional and ethical pre-roll advertisements are particularly effective in grabbing the attention of Generation Z (De Leon et al., 2022). Gen Z appreciates authenticity, preferring ads featuring real people over heavily edited, idealized portrayals (Gutfreund, 2016). How people manage emotional information significantly impacts how they respond to emotional appeals in advertisements (Taute et al., 2011). Additionally, age and gender influence how consumers react to both rational and emotional ad appeals (Keshari & Jain, 2016). Content that evokes strong emotions, such as those about climate change, can inspire Gen Z to take meaningful action (Tao et al., 2022). Research also indicates that basic emotional appeals elicit more consistent reactions among audiences compared to social emotional appeals (Huang, 1997, 1998). In the context of environmental advertising, Generation Z and Millennials respond more favourably to biospheric messages about plants and animals. These appeals are most effective when paired with concise information for donation requests or detailed content for volunteering opportunities (Muralidharan et al., 2023).

Emotional appeals are more effective than rational ones, especially for younger audiences like Generation Z (De Leon et al., 2022; Teichert et al., 2017). Gender differences play a key role in how emotional ads are received. Females tend to respond well to ads that highlight warmth, affection, or even negative emotions (Noble et al., 2014; Tsichla et al., 2021). In contrast, males are more attracted to ads with bold, provocative, or aggressive content (Tsichla et al., 2021). For Generation Z, ethical appeals, which emphasize values like honesty and fairness, are particularly engaging. Meanwhile, emotional appeals are more effective for Millennials (De Leon et al., 2022). Younger audiences, in general, are more responsive to emotional content compared to older groups (Teichert et al., 2017). However, a male audience's reaction can depend on the social context, especially if the emotion conveyed contradicts traditional stereotypes (Fisher & Dubé, 2005).

Emotional appeals in advertisements play a key role in shaping consumer behaviour, but their impact differs across age groups, even within Generation Z. Achmad et al. (2021) observed that younger adults are more influenced by emotional appeals than older adults. Similarly, De Leon et al. (2022) reported that ethical appeals resonate strongly with Gen Z, while emotional appeals are more effective for Millennials. Teichert et al. (2017) confirmed that emotional appeals outperform informational ones but highlighted the importance of considering age and gender. Sudbury-Riley and Edgar (2016) noted that older adults lean towards rational appeals, contrasting with the common belief in the dominance of emotional content. On the other hand, Williams and Drolet (2005) found that older audiences prefer ads that steer clear of negative emotions.

For Generation Z, biospheric advertising—focusing on environmental themes like plants and animals—generates a strong response (Muralidharan et al., 2023).

Additionally, Vrtana and Križanová (2023) demonstrated that emotional appeals help build brand connections, driving purchasing behaviour across various age segments.

Generation Z (Gen Z) reacts to advertising differently than other generations. They are particularly drawn to ethical and environmental (biospheric) appeals, while emotional appeals resonate more with Millennials (De Leon et al., 2022; Muralidharan et al., 2023). Authenticity, personalization, and efficiency are highly valued by Gen Z, making them prefer ads featuring humor, music, and social media influencers (Gutfreund, 2016; Munsch, 2021). Gen Z also responds uniquely to comparative advertising, indicating that traditional marketing approaches used for other generations may not work as effectively for them (Gajanova et al., 2023; Majerová & Kollár, 2023). They exhibit higher materialism and place greater importance on brands as status symbols compared to Baby Boomers (Loroz & Helgeson, 2013). Additionally, as Gen Z becomes more educated and enters the workforce, their expectations differ significantly from older generations, influencing both workplace dynamics and their response to advertising (Grow & Yang, 2018).

RESEARCH QUESTIONS

- Q1. What ad emotional appeals work best and updated on response to advertising for this Gen Z demographic?
- Q2. Which emotional appeals do Gen Z male and female like the most when ads?
- Q3. Do the emotional appeals matter in advertising of different ages within the Gen Z cohort?
- Q4. What if Gen Z people have more education than other generations, to what point the emotional appeal works using advertising?

RESEARCH METHODOLOGY

The repeated measures ANOVA (Analysis of Variance) is used to measure the differences in three or more conditions or time points within the same sample (Singh et al. 2013). It would be used to help compare the strengths of different emotional appeals. The data by gender were analysed separately to explore the differences, utilising one-way repeated measures ANOVA. Spearman's rank correlation analysis was also used to explore the relationship between age and educational level in Generation Z responses, recognizing that both age groups and educational level are ordinal rather than continuous measures; thus, Pearson's correlation is not appropriate for use on those variables. In contrast to Pearson's, Spearman correlation works with non-normally distributed data and is more robust against outliers. It is best suited for monotone relationship, thus better used in the context of rank-order than exact values (Bocianowski et al., 2023). That gave a more appropriate and precise assessment of the interconnections concerned. This study had a sample size of 157 and results were significant ($p < 0.05$). IBM SPSS Statistics version 26 was used for all statistical analyses. Sanesh et al. (2022) discussed the model for measuring the attitude towards advertisements. The model comprises of general factors, viz., information, credibility, entertainment and appeal, benefits – extrinsic and intrinsic, and irritation. These factors are used to measure the efficiency of each of the 11 emotional appeals considered for the study. Of these factors, the last factor Irritation has been reverse coded after the data is gathered as the statement used is of negative kind.

- How informative is the advertisement?
- How far do you assume the product or service in the advert credible?
- How entertaining is the advertisement?
- How far the product or service in the advert is beneficial?
- How irritating (annoying, offending, manipulative or insulting) is the advert?

Table 1: Emotional Appeals

Appeal	Definition	Context
Personal Appeal (Perez & Steinhart, 2014)	Appeals that focus on interactions individual identity or personal relevance, often addressing personal stories or experiences.	Personal identity and individual experiences.
Social Appeal (Cheng, 2023)	Appeals that emphasize social, status, or group dynamics, often highlighting social connections or community belonging.	Social interactions and community involvement.
Humour Appeal (Djambaska et al., 2015)	Appeals that use humour to engage the audience, aiming to entertain and create a positive association with the brand.	Entertainment and creating a positive brand association through humour.
Fear Appeal (Tannenbaum et al., 2015)	Appeals that use fear or anxiety to provoke a response, often by highlighting potential threats or dangers and encouraging action.	Raising awareness of risks and encouraging preventive measures.
Romantic Appeal (Vrtana & Krizanova, 2023)	Appeals that evoke feelings of romance or idealized emotions, often through nostalgic or inspirational themes, though not necessarily about romantic relationships.	Emotional and nostalgic experiences, idealized emotions.
Endorsement Appeal (Schouten et al., 2020)	Appeals that use celebrities or influencers to promote products, leveraging their popularity or authority to influence consumer perceptions.	Leveraging celebrity or influencer influence to boost brand credibility.
Youth Appeal (Hoetger et al., 2022)	Appeals that focus on themes of youthfulness and energy, often highlighting how products or services relate to maintaining a youthful lifestyle or identity.	Emphasizing vitality, energy, and youthfulness.
Popularity Appeal (Dix & Marchegiani, 2013)	Appeals that emphasize trends or social proof, often highlighting the popularity or widespread acceptance of a product or service.	Highlighting trends and social validation.
Musical Appeal (Das, 2023)	Appeals that use music to create an emotional connection, often leveraging popular or evocative tunes to enhance brand recall and engagement.	Utilizing music to evoke emotions and enhance brand memory.
Adventure Appeal (Su et al., 2024)	Appeals that focus on themes of exploration, excitement, and risk-taking, often used to highlight the potential for adventure or new experiences with the product.	Promoting exploration and excitement.
Empathy Appeal (Escalas & Stern, 2002)	Appeals that invoke feelings of compassion or understanding, often	Building emotional connections through

	addressing social issues or personal struggles to connect with the audience on an emotional level.	shared experiences and compassion.
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Table 1 summarizes the 11 emotional appeals examined in the study, detailing their definitions, contexts, and purposes in advertising.

Use of Appeals in Marketing and Communication Personal appeal: doing the messaging around your own identity and how it is relevant to the person or people you are trying to reach — usually a personal story. Social appeal emphasizes social influence, status, and norms—seeking to foster a sense of community and belonging. On the other hand, humour appeal uses humour to engage and create a positive association with the brand. Fear appeal creates fear or anxiety to promote action, usually through emphasized risks or threats. Romantic appeal includes the elements that target your emotions similar to nostalgia, whereas endorsement appeal revolves around getting a celebrity to promote your product, therefore lending the brand credibility based on the attractiveness of the person promoting it.

Youth appeal such as the entice the energy, appareled as trend and provide social proof for popularity appeal Musical appeal draws from music to create emotional connections, whereas adventure appeal evokes themes of excitement and risk-taking. And, lastly, empathy appeal relates to compassion, as it deals with social or personal struggles and can create an emotional bond. Such varied appeals serve different consumer motives, be it emotional connection or social validation — all of which assist brands in forming a meaningful bond with their consumers.

DEMOGRAPHIC PROFILE

Table 2: Gender				
		Frequency	Percent	Valid Percent
Valid	Male	106	67.5	67.5
	Female	51	32.5	32.5
	Total	157	100.0	100.0

Table 2: Gender of sample of 157 individuals of the total participants, 67.5% are male (n=106), and 32.5% are female (n=51). Indicating that there are substantially more males in the sample than females. This equals the total percent as there are no missing/invalid values highlighted by the valid percent. Such gender analysis is important for understanding the composition of the sample, and can be relevant for statistical analysis or for research studies that involve gender distribution.

Table 3: Educational Qualification				
		Frequency	Percent	Valid Percent
Valid	PUC/Diploma	16	10.2	10.2
	Graduation	82	52.2	52.2
	Post Graduation	59	37.6	37.6
	Total	157	100.0	100.0

The demographic profile of Generation Z sample taken for study is presented in Table 2 and Table 3. The sample includes 67.5% men (106 subjects) and 32.5% women (N=51). It is indicative of a male-heavy sample. In this category there are no missing (as both the frequency and valid percent agree).

The data specifies the sex, which can be useful when plotting sex ratios of the sample (but has no signal outside of the sample described here).

According to the education qualifications of the respondents, More than half of the sample is having Graduation degree (52.2%), while Post Graduation (37.6%) is followed by PUC/ Diploma (10.2%). This indicates that the majority of those surveyed are highly educated. Once more, the valid percent is the same as the overall percentages, indicating that we have complete data for education level.

RESULTS

Table 4: Multivariate Tests^a									
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power^c
Emotional Appeals	Pillai's Trace	.402	9.876 ^b	10.000	147.000	.000	.402	98.757	1.000
	Wilks' Lambda	.598	9.876 ^b	10.000	147.000	.000	.402	98.757	1.000
	Hotelling's Trace	.672	9.876 ^b	10.000	147.000	.000	.402	98.757	1.000
	Roy's Largest Root	.672	9.876 ^b	10.000	147.000	.000	.402	98.757	1.000
a. Design: Intercept Within Subjects Design: Emotional Appeals									
b. Exact statistic									
c. Computed using alpha = .05									

Mauchly's Test of Sphericity^a							
Measure: MEASURE_1							
Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Epsilon^b		
Emotional Appeals	.310	178.450	54	.000	.808	.856	.100
Tests the null hypothesis that the error covariance matrix of the orthonormalized transformed dependent variables is proportional to an identity matrix.							
a. Design: Intercept Within Subjects Design: Emotional Appeals							
b. May be used to adjust the degrees of freedom for the averaged tests of significance. Corrected tests are displayed in the Tests of Within-Subjects Effects table.							

Table 5: Pairwise Comparisons						
Measure: MEASURE_1						
(I) Emotional Appeals	(J) Emotional Appeals	Mean Difference (I-J)	Std. Error	Sig.^b	95% Confidence Interval for Difference^b	
					Lower Bound	Upper Bound
Personal Appeal	Social Appeal	.146	.603	.808	-1.044	1.337
	Humour Appeal	-1.796*	.812	.028	-3.400	-.192
	Fear Appeal	-2.363*	.725	.001	-3.796	-.930
	Romantic Appeal	-1.541*	.770	.047	-3.063	-.020
	Endorsement Appeal	-2.675*	.655	.000	-3.969	-1.382
	Youth Appeal	-3.682*	.704	.000	-5.072	-2.291
	Popularity Appeal	-3.051*	.698	.000	-4.430	-1.672
	Musical Appeal	-5.261*	.670	.000	-6.585	-3.937
	Adventure Appeal	-2.452*	.618	.000	-3.673	-1.231
	Empathy	-4.452*	.615	.000	-5.668	-3.237

	Appeal					
Social Appeal	Personal Appeal	-.146	.603	.808	-1.337	1.044
	Humour Appeal	-1.943*	.736	.009	-3.396	-.489
	Fear Appeal	-2.510*	.704	.000	-3.899	-1.120
	Romantic Appeal	-1.688*	.754	.027	-3.177	-.199
	Endorsement Appeal	-2.822*	.687	.000	-4.179	-1.464
	Youth Appeal	-3.828*	.716	.000	-5.242	-2.414
	Popularity Appeal	-3.197*	.733	.000	-4.645	-1.750
	Musical Appeal	-5.408*	.731	.000	-6.852	-3.963
	Adventure Appeal	-2.599*	.656	.000	-3.895	-1.302
	Empathy Appeal	-4.599*	.723	.000	-6.026	-3.171
Humour Appeal	Personal Appeal	1.796*	.812	.028	.192	3.400
	Social Appeal	1.943*	.736	.009	.489	3.396
	Fear Appeal	-.567	.760	.457	-2.069	.935
	Romantic Appeal	.255	.841	.762	-1.407	1.917
	Endorsement Appeal	-.879	.661	.185	-2.184	.426
	Youth Appeal	-1.885*	.704	.008	-3.276	-.494
	Popularity Appeal	-1.255	.763	.102	-2.763	.253
	Musical Appeal	-3.465*	.685	.000	-4.818	-2.112
	Adventure Appeal	-.656	.717	.362	-2.073	.761
	Empathy Appeal	-2.656*	.752	.001	-4.141	-1.171
Fear Appeal	Personal Appeal	2.363*	.725	.001	.930	3.796
	Social Appeal	2.510*	.704	.000	1.120	3.899
	Humour Appeal	.567	.760	.457	-.935	2.069
	Romantic Appeal	.822	.949	.388	-1.052	2.695
	Endorsement Appeal	-.312	.794	.695	-1.880	1.256
	Youth	-1.318	.725	.071	-2.751	.115

	Appeal					
	Popularity Appeal	-.688	.763	.369	-2.195	.819
	Musical Appeal	-2.898*	.787	.000	-4.452	-1.344
	Adventure Appeal	-.089	.666	.894	-1.404	1.226
	Empathy Appeal	-2.089*	.733	.005	-3.538	-.641
Romantic Appeal	Personal Appeal	1.541*	.770	.047	.020	3.063
	Social Appeal	1.688*	.754	.027	.199	3.177
	Humour Appeal	-.255	.841	.762	-1.917	1.407
	Fear Appeal	-.822	.949	.388	-2.695	1.052
	Endorsement Appeal	-1.134	.725	.120	-2.566	.298
	Youth Appeal	-2.140*	.853	.013	-3.824	-.456
	Popularity Appeal	-1.510	.845	.076	-3.179	.160
	Musical Appeal	-3.720*	.722	.000	-5.145	-2.294
	Adventure Appeal	-.911	.692	.190	-2.278	.456
	Empathy Appeal	-2.911*	.825	.001	-4.541	-1.281
Endorsement Appeal	Personal Appeal	2.675*	.655	.000	1.382	3.969
	Social Appeal	2.822*	.687	.000	1.464	4.179
	Humour Appeal	.879	.661	.185	-.426	2.184
	Fear Appeal	.312	.794	.695	-1.256	1.880
	Romantic Appeal	1.134	.725	.120	-.298	2.566
	Youth Appeal	-1.006	.669	.134	-2.327	.314
	Popularity Appeal	-.376	.711	.598	-1.780	1.029
	Musical Appeal	-2.586*	.571	.000	-3.714	-1.457
	Adventure Appeal	.223	.614	.717	-.991	1.436
	Empathy Appeal	-1.777*	.659	.008	-3.078	-.476
Youth Appeal	Personal Appeal	3.682*	.704	.000	2.291	5.072
	Social	3.828*	.716	.000	2.414	5.242

	Appeal					
	Humour Appeal	1.885*	.704	.008	.494	3.276
	Fear Appeal	1.318	.725	.071	-.115	2.751
	Romantic Appeal	2.140*	.853	.013	.456	3.824
	Endorsement Appeal	1.006	.669	.134	-.314	2.327
	Popularity Appeal	.631	.626	.316	-.607	1.868
	Musical Appeal	-1.580*	.610	.011	-2.785	-.375
	Adventure Appeal	1.229	.701	.082	-.156	2.614
	Empathy Appeal	-.771	.555	.167	-1.868	.327
Popularity Appeal	Personal Appeal	3.051*	.698	.000	1.672	4.430
	Social Appeal	3.197*	.733	.000	1.750	4.645
	Humour Appeal	1.255	.763	.102	-.253	2.763
	Fear Appeal	.688	.763	.369	-.819	2.195
	Romantic Appeal	1.510	.845	.076	-.160	3.179
	Endorsement Appeal	.376	.711	.598	-1.029	1.780
	Youth Appeal	-.631	.626	.316	-1.868	.607
	Musical Appeal	-2.210*	.705	.002	-3.603	-.817
	Adventure Appeal	.599	.651	.359	-.687	1.885
Musical Appeal	Empathy Appeal	-1.401*	.638	.030	-2.662	-.140
	Personal Appeal	5.261*	.670	.000	3.937	6.585
	Social Appeal	5.408*	.731	.000	3.963	6.852
	Humour Appeal	3.465*	.685	.000	2.112	4.818
	Fear Appeal	2.898*	.787	.000	1.344	4.452
	Romantic Appeal	3.720*	.722	.000	2.294	5.145
	Endorsement Appeal	2.586*	.571	.000	1.457	3.714
	Youth Appeal	1.580*	.610	.011	.375	2.785
	Popularity Appeal	2.210*	.705	.002	.817	3.603

	Adventure Appeal	2.809*	.594	.000	1.636	3.982
	Empathy Appeal	.809	.649	.215	-.473	2.091
Adventure Appeal	Personal Appeal	2.452*	.618	.000	1.231	3.673
	Social Appeal	2.599*	.656	.000	1.302	3.895
	Humour Appeal	.656	.717	.362	-.761	2.073
	Fear Appeal	.089	.666	.894	-1.226	1.404
	Romantic Appeal	.911	.692	.190	-.456	2.278
	Endorsement Appeal	-.223	.614	.717	-1.436	.991
	Youth Appeal	-1.229	.701	.082	-2.614	.156
	Popularity Appeal	-.599	.651	.359	-1.885	.687
	Musical Appeal	-2.809*	.594	.000	-3.982	-1.636
	Empathy Appeal	-2.000*	.599	.001	-3.183	-.817
Empathy Appeal	Personal Appeal	4.452*	.615	.000	3.237	5.668
	Social Appeal	4.599*	.723	.000	3.171	6.026
	Humour Appeal	2.656*	.752	.001	1.171	4.141
	Fear Appeal	2.089*	.733	.005	.641	3.538
	Romantic Appeal	2.911*	.825	.001	1.281	4.541
	Endorsement Appeal	1.777*	.659	.008	.476	3.078
	Youth Appeal	.771	.555	.167	-.327	1.868
	Popularity Appeal	1.401*	.638	.030	.140	2.662
	Musical Appeal	-.809	.649	.215	-2.091	.473
	Adventure Appeal	2.000*	.599	.001	.817	3.183

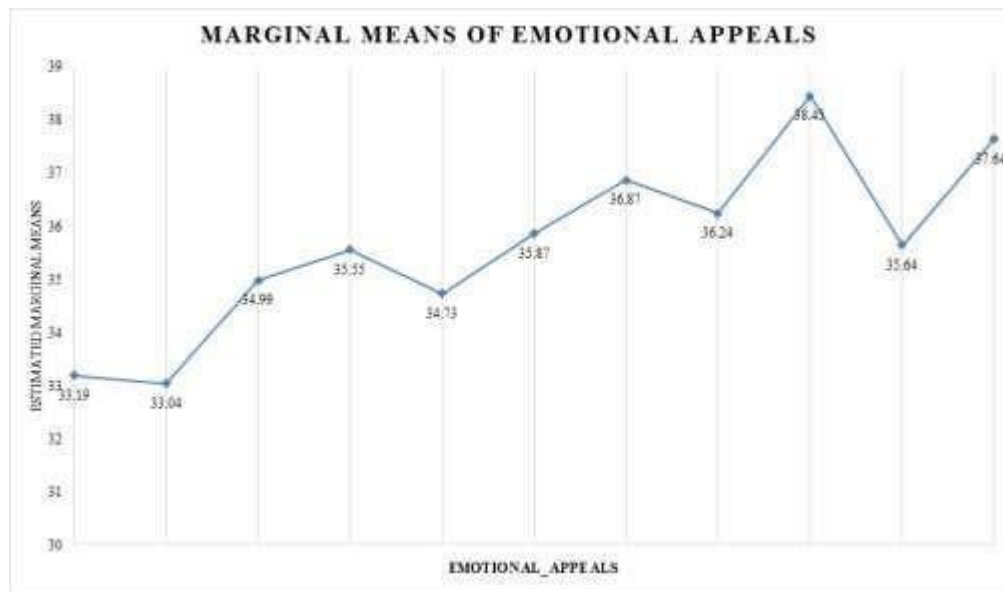
**Figure 1:** Marginal Means plot of Emotional appeals;*Source:* Author

Figure 1 shows marginal mean values plot which shows the level of effectiveness of the emotional appeals. The same values are shown along with the standard deviation (SD) values in the Table 6.

Table 6: Descriptive Statistics for Emotional Appeals

Emotional Appeal	N	Mean	SD
Personal Appeal	157	33.19	8.184
Social Appeal	157	33.04	8.834
Humour Appeal	157	34.99	9.514
Fear Appeal	157	35.55	9.220
Romantic Appeal	157	34.73	10.251
Endorsement Appeal	157	35.87	8.971
Youth Appeal	157	36.87	8.891
Popularity Appeal	157	36.24	9.451
Musical Appeal	157	38.45	8.413
Adventure Appeal	157	35.64	8.225
Empathy Appeal	157	37.64	8.864

Table 7: Categorization of the emotional appeals based on their effectiveness

Emotional Appeal	Mean	Effectiveness
Musical Appeal	38.45	Most Effective Appeals
Empathy Appeal	37.64	
Youth Appeal	36.87	
Popularity Appeal	36.24	Moderately Effective Appeals
Endorsement Appeal	35.87	
Adventure Appeal	35.64	
Fear Appeal	35.55	
Humour Appeal	34.99	Least Effective Appeals
Romantic Appeal	34.73	
Personal Appeal	33.19	
Social Appeal	33.04	

Table 7 categorizes emotional appeals based on their effectiveness, determined by their marginal mean scores. It divides these appeals into three tiers: most effective, moderately effective, and least effective.

The subsequent discussion provides a detailed analysis of each category, exploring the implications and relevance of these findings.

DISCUSSION

Most Effective Appeals

Here are the emotional appeals that scored with the most effectiveness and indicate a strong emotional connection with Gen Z.

1. Musical Appeal (Mean: 38.45, SD: 8.413)

The data reveal that Music Appeal (38.45) was rated the highest out of the 11 emotion appeals tested, confirming the impact music has with Generation Z specifically (Ng, 2016) and our findings of the effectiveness of music creation in capturing Generation Z's attention across social media platforms. The low standard deviation of 8.413 supports this, as it shows this response is consistent over the sample; indicating that music is a consensus appealing phenomenon.

For brands, this represents the point of view to integrate music into their marketing strategies. From background scores to theme songs to music by popular artists and bands, music is a tool for creating emotional connections and improving brand recall with Gen Z and through popular or trending music, especially on TikTok or Youtube, brands can embed themselves into the cultural preferences of Gen Z and trigger engagement, they can even go viral! In addition, experiential marketing opportunities — from hosting musical events to crafting curated branded playlists or sponsoring relevant music-related content — provide a way for brands to deepen their connections with this demographic, further embedding their presence within the Gen Z cultural landscape (Salam & Pratiwi Ar, 2024).

2. Empathy Appeal (Mean: 37.64, SD: 8.864)

As the second most effective emotional appeal, the Empathy Appeal scores a mean 37.64, suggesting a high resonance with values like compassion and social justice, which are particularly important to Generation Z. The receptiveness of Gen Z to empathetic messaging is indicative of their profound concern about social issues and heightened expectations for brands to act in an ethical manner (R., 2021). The low standard deviation (8.864) indicates a broad consensus among respondents, reinforcing that messages with an underlying empathetic message resonate widely.

Brands can take this finding as a major opportunity to play up CSR in their marketing. This group of consumers will tend to trust and be loyal to brand campaigns that focus on what a brand is doing for social causes or how they are working to solve social issues (Dapi & Phiri, 2015). Moreover, authentic narratives that may resonate common human values could produce more profound emotional attachments enabling for large brand affinity (Dias & Cavaleiro, 2022). Moreover, keeping in mind Gen Z's progressive stance with social issues, it is essential for brands to make their campaigns diverse and inclusive in nature both in terms of content theme and execution style to be able to resonate with this audience (Campbell et al., 2023).

3. Youth Appeal (Mean: 36.87, SD: 8.891)

The third emotional appeal to have been tested is Youth Appeal. It achieved a score of 36.87, which really marks it as one of the most successful themes for connecting with those themes. Young people generally like things that are lively and contemporary, so it's not surprising that they would respond well to a theme like this. One comforting fact: the very moderate standard deviation of 8.891 points indicates that these themes of youth resonate with Gen Z across the demographic and make an impression on people of all ages and social classes. A generation whose lifestyle is based on themes like these thus has much in common with previous generations share more taste than not.

For brands wishing to connect with Generation Z, the search for youth-centric branding is inevitable. This may involve the use of bright colours—such as pink, green, and so on—for both graphics and typography. The style adopted can be filled with modern elements while the meaning remains strongly rooted in youth (Shin et al. 2021). In the result, fashion

In addition, paying attention to the culture of young people—be that in clothes, gadgets, or some other way—is key if a brand wants to remain at all relevant. Brands that can match this moment will attract Gen Z (Gazzola et al. 2020). Finally, programmes that characterise innovation, creativity, and forward thinking are most likely to be approved by Generation Z. With this, one might say, the brand is transformed into the leading practical player—or was that just another excuse? (Dwivedi et al. 2021).

MODERATELY EFFECTIVE APPEALS

These appeals have average mean scores, indicating they strike a chord with Gen Z, but not as strongly as the most impactful appeals.

1. Popularity Appeal (M: 36.24, SD: 9.451)

A mean score of 36.24 for the Popularity Appeal indicates that Generation Z is moderately driven to be popular or seek out popular ideas or things (Thangavel et al., 2019). The higher standard deviation of 9.451 suggests that the responses differed fairly widely, which one would expect from an age cohort like Gen Z that is both attracted to trends by the same token as authentic content. It reflects the complexity of this demographic, where the priority placed on becoming popular is not uniform.

For brands, this means that while it may be beneficial to align with popular trends, it is important to ensure these trends are in line with the brand's ethos and does not seem opportunist. Gen Z values authenticity, and brands that seem like they're following trends but lack an authentic connection might alienate this audience (Bounfantino, 2022). An influencer has a genuine image, strong presence, has the ear of current trends — partnering with authentic influencers can provide brands with an opportunity to be relevant while still maintaining credibility. Finding the proper equilibrium between engaging and authentic in terms of a delicate and constant brand voice in order to approach Gen Z will be important (Okonkwo & Namkousse, 2023).

2. Endorsement Appeal (M: 35.87, SD: 8.971)

The Endorsement Appeal score of 35.87 also indicates that celebrities or influencer endorsements have moderate appeal to Gen Z consumers (Pradhan et al. 2023). Responses to this question though had a standard deviation of 8.971, indicating that those querying this demographic demonstrated a relatively uniform perspective; while endorsements are valued, Gen Z will not accept those of whom they don't believe in. That means that these endorsements may not carry the same weight for this audience (Okonkwo & Namkousse, 2023).

Thus, to reach Gen Z in a meaningful way, brands must lead with authenticity in their endorsement strategies. Therefore, choosing endorsers who are congruent with the principles of the brand and relate to them genuinely is very important (Jun, 2024). Moreover, instead of just major celebrities, utilizing micro-influencers - those with smaller but tightly knit followings - may be better. These influencers hold more trust and authority in their own niches. Additionally, endorsements should remain relevant to prevent any backlash and ensure consumer trust (Ehlers, 2021).

3. Adventure Need (mean: 35.64, SD: 8.225)

The Adventure Appeal score of 35.64 shows that Gen Z has a moderate attraction towards themes of adventure, exploration, excitement, and risk-taking. The relatively low standard deviation of 8.225 makes sense and indicates that adventure-related themes contain a solid level of appreciation across the sample, suggesting that adventure-related themes are valued but do not prevail over other motivational factors (Godovykh et al., 2019).

Because of this, brands must pursue experiential marketing approaches that showcase exploration and newness to capture Gen Z cutting-through the noise. For example, campaigns can be developed that are focused on travel, outdoor, or experiences in the meta-verse (Esposito & Raymond, 2023) It can also be effective in industries such as travel, lifestyle, and entertainment. Moreover, brands belonging to these categories, such as outdoor equipment, travel, or technology, should market themselves as facilitators of thrilling experiences and adventures in order to increase their desirability (Dias & Cavalheiro, 2022).

4. Fear Appeal (M: 35.55, SD: 9.220)

With a score of 35.55 (with a standard deviation of 9.220), fear appeal that evokes fear or evokes an emotional response towards the consequence of smoking was the 2nd most effective among Gen Z as they tend to have diverse opinions on the messaging. This finding adds to cross-national work suggesting that fear-based appeals can be powerful for some people whereas others may not respond to threat.

Brands should also proceed with extreme caution with fear appeals to Gen Z (Paul Raj & Sadasivan, 2012). Overuse or perceived manipulation can elicit backlash, so fear-based messaging works best in contexts where the threat is temporal and the solution clear — health and safety campaigns, for instance. Fear needs to be balanced with practical implementable solution to reduce anxiety and promote behaviour towards proactive measures (Carey & Sarma, 2016). Moreover, Gen Z group with their high-value perception on transparency and authentic communication would always favour fear appeals that are genuine and relatable. Hyperbole and unrealistic messaging likely won't resonate with this audience.

LEAST EFFECTIVE APPEALS

These appeals achieved the lowest effectiveness scores and, therefore, resonate least with Gen Z.

1. Appeal to humour (Mean: 34.99, SD: 9.514)

With a mean of 34.99, the Humour Appeal indicates that humour is comparatively less effective in captivating Gen Z than other appeals. Humour may not be widely appreciated as a factor, as reflected in the high standard deviation (9.514), which shows a lot of variance in how different parties view humour (Jiang et al., 2019).

The sequel of emotions that accompany the experience of a good laugh depends on the context of good humour. When harnessing humour for marketing, brands need to contextualize what the audience finds funny based on culture, trends, and relevant subcultures. Using irony, memes, or humour in keeping with Gen Z's digital culture can increase its impact. As such, humour probably works better as an accompanying force than as the main draw. Using humour as a stand alone approach, is best combined with other calls to action e.g., empathy or adventure (Djambaska et al., 2015). Also, brands should avoid the use of too much humour, as it can feel trivial or distant if poorly used (Arandia, 2024). This is important because humour always needs to flow from the general voice of a brand.

2. Romantic Appeal (Mean: 34.73, SD: 10.251)

The Romantic Appeal ranks as one of the least effective strategies for engaging Gen Z with a mean score of 34.73, and a high standard deviation of 10.251 indicates wide variability in how romantic characteristics appeal to Gen Z; while some members may connect with these characteristics, for others, they were not engaging (Shin et al 2021). These less effective traditional romantic narratives may suggest changing attitudes towards traditional romantic narratives within this generation. Gen Z may treat relationships a little differently, or have a more broad-minded and tolerant approach toward love. Therefore romantic appeals could be better more focused in specific niches e.g., products related to relationships such as dating apps or jewellery rather than widely used in general marketing approaches (Mc Keever et al., in press, 2021). If it includes a romantic theme, making sure the messaging promotes a sense of love that resonates on many different levels, matching Gen Z love with an inclusive, equal representation of what love looks like.

3. Personal Appeal (Mean: 33.19, SD: 8.184)

The Personal Appeal, which received the lowest mean score of 33.19, represents appeals focused on individualism, or personal identity, and therefore Gen Z seems to be least affected by the Personal Appeal (Pichler et al., 2021). The standard deviation of 8.184 is low, indicating near consensus across the sample.

Gen Z might value collective identity and social belonging more than personal accomplishment or individualism. They should embrace community-driven messages and shared values, instead of

highlighting personal success — if they want to engage this demographic more successfully (Tirocchi, 2023). Rethink personalization as a means of showcasing how products or services promote connections and enhance community identities, not just individual status. Gen Z may gravitate more towards brands that build and nurture brand communities, where young people can connect with similarly minded individuals (giving them a sense of belonging and shared purpose).

4. Social Appeal (Mean: 33.04, SD: 8.834)

Overall, this would mean that the Social Appeal scored the lowest at a mean of 33.04 and appeals around social interactions or social status are found to be least effective with Gen Z (Lyngdoh et al., 2023). With an accompanying standard deviation of 8.834, these findings indicate a moderate flexibility of responses, but overall this approach did not strongly resonate with this demographic.

The lower effectiveness can be explained through changing social dynamics in Gen Z, where concepts of social status and social hierarchy have less bearing. Also the rising of online communities and democratisation of influence via social media have changed the way social value is understood. Gen Z finds more meaning in authentic relationships than social status (Hu et al., 2022). Therefore, instead of offering a performance brand, prepare with real interactions for proper social class status. As traditional mechanisms by which businesses court consumers lose their power, a stronger method lies in leveraging Gen Z's digital influence — not with content that aims for the same performative status, but rather with authenticity and value — on the platforms Gen Z already inhabits.

The differences in effectiveness by type of emotional reasoning shed some light as to how marketers and other content creators may tailor messages to appeal to Gen-Z. Campaigns aimed at this demographic should lean into the Most Effective Appeals—Musical, Empathy, and Youth—as they align best with the values and preferences of Gen Z. Appeal to Popularity, Appeal to Endorsement and Adventure is neither very bad nor very good but should be used with caution based on context. Less Effective Appeals including Humour, Romance, Personal, Social etc. should be used carefully and be avoided in order to avoid alienating these segments of Gen Z starting as Gen Z is not strongly represented by these appeals.

If the brand aligns the marketing strategies with these insights, it could reach out to Gen Z better and develop improved customer relationships and loyalty with this dynamic youth generation.

GENDER WISE COMPARISON

Emotional Appeal	Male (N=106)			Female (N=51)		
	Mean	Std. Deviation	CV	Mean	Std. Deviation	CV
Personal Appeal	33.28	7.454	22.40%	33	9.604	29.10%
Social Appeal	33.24	7.937	23.88%	32.65	10.533	32.26%
Humour Appeal	36.08	8.569	23.75%	32.71	10.971	33.54%
Fear Appeal	36.24	8.924	24.62%	34.14	9.745	28.54%
Romantic Appeal	34.46	10.04	29.14%	35.29	10.756	30.48%
Endorsement Appeal	36.42	8.172	22.44%	34.71	10.431	30.05%
Youth Appeal	36.99	8.328	22.51%	36.63	10.044	27.42%
Popularity Appeal	36.88	9.203	24.95%	34.92	9.909	28.38%
Musical Appeal	39.11	7.47	19.10%	37.08	10.04	27.08%
Adventure Appeal	36.4	7.785	21.39%	34.08	8.951	26.26%
Empathy Appeal	38	8.522	22.43%	36.9	9.582	25.97%

Table 9: Categorization of the Appeals based on Gender Domination

Emotional Appeal	Male	Female	Difference	Interpretation
Humour Appeal	36.08	32.71	3.37	Male Dominated
Adventure Appeal	36.4	34.08	2.32	
Fear Appeal	36.24	34.14	2.1	
Musical Appeal	39.11	37.08	2.03	
Popularity Appeal	36.88	34.92	1.96	
Endorsement Appeal	36.42	34.71	1.71	
Empathy Appeal	38	36.9	1.1	Gender Neutral
Social Appeal	33.24	32.65	0.59	
Youth Appeal	36.99	36.63	0.36	
Personal Appeal	33.28	33	0.28	
Romantic Appeal	34.46	35.29	-0.83	Female Dominated

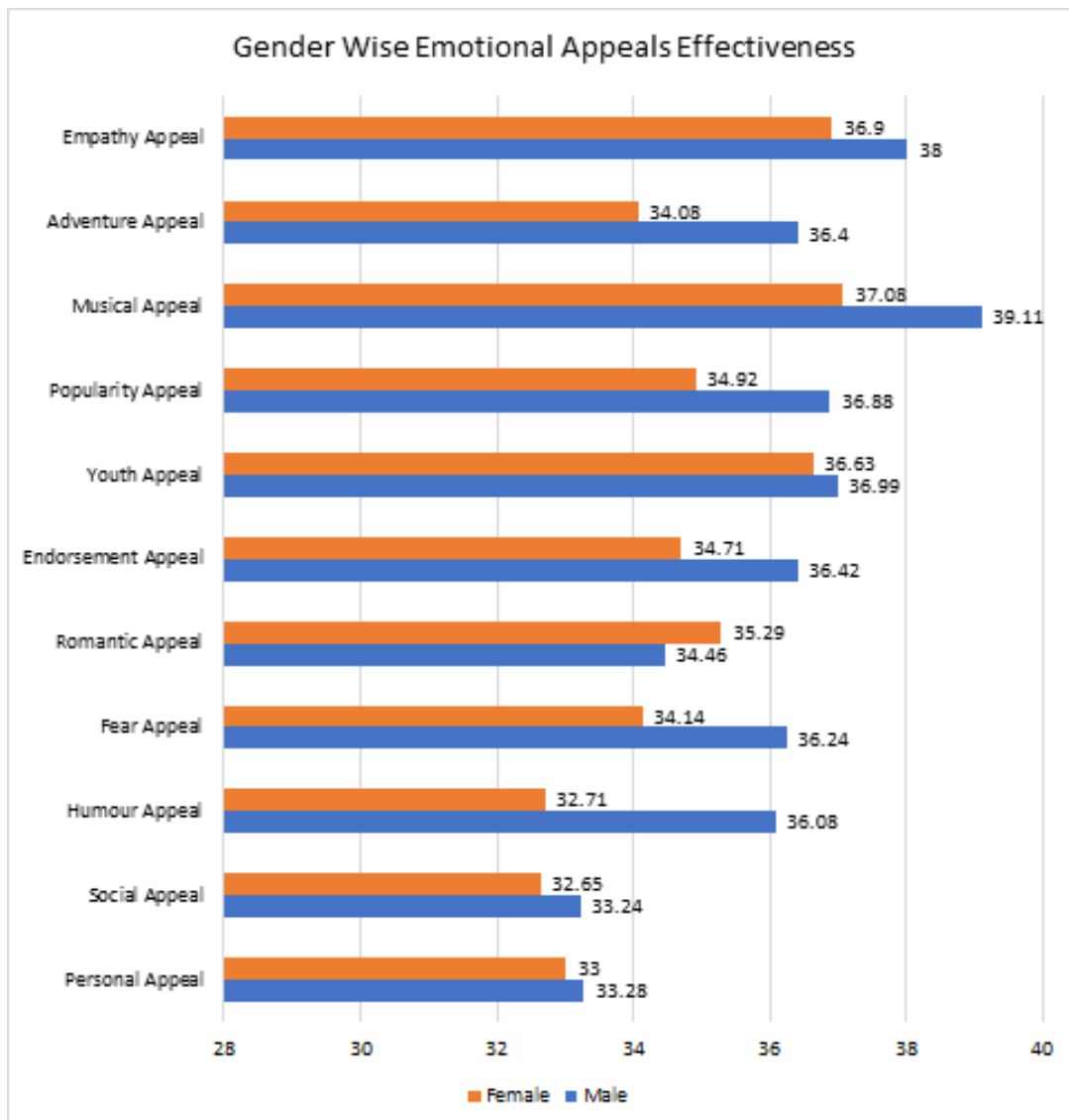
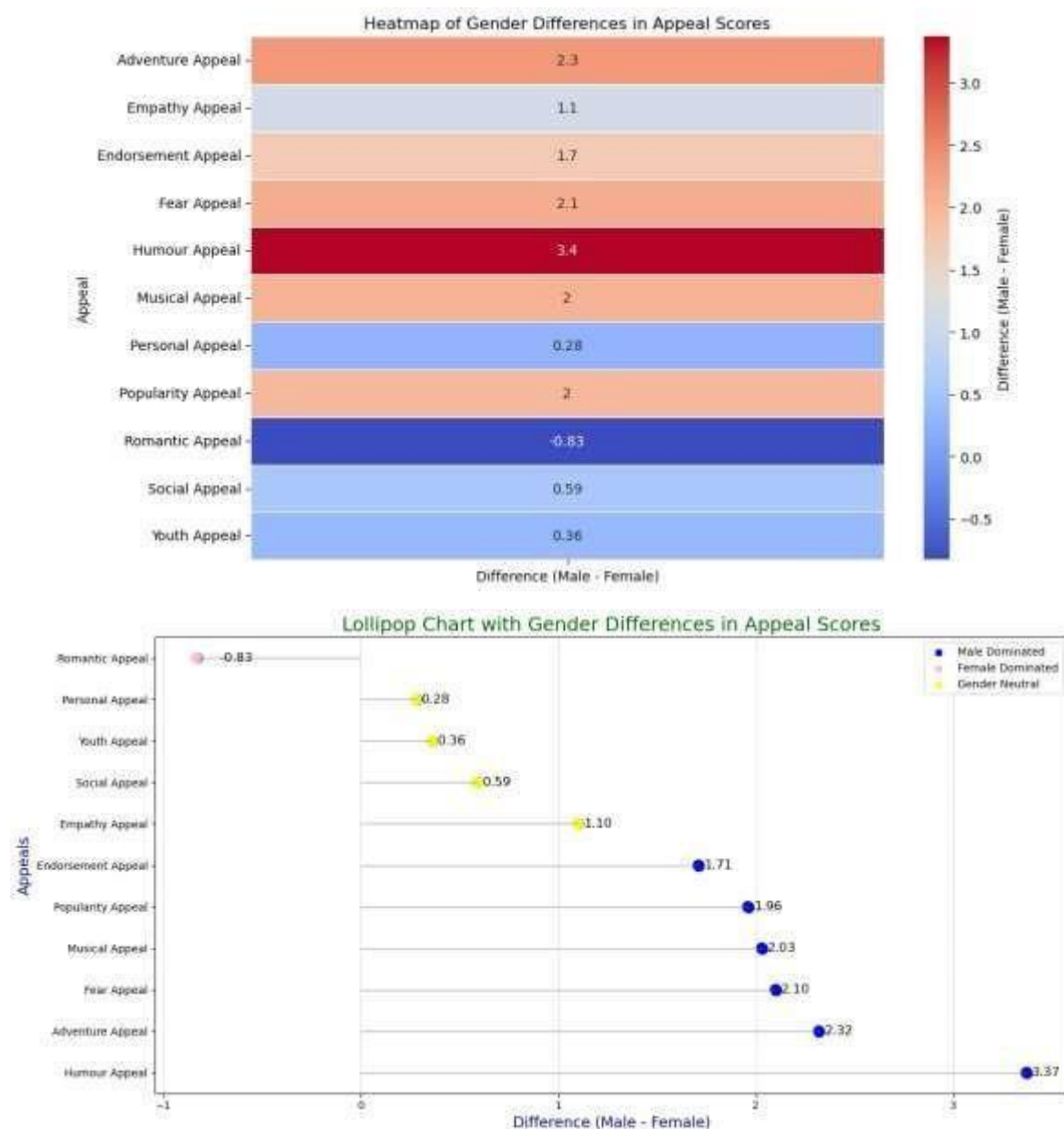


Figure 2: Effectiveness of the Emotional Appeals based on Gender; **Source:** Author



As shown in Table 8, the average emotion scores for some kinds of appeals. In detail, Humour and Adventure appeal to males more than to females. What immediately jumps out at you from the analysis is that all factors are positive. None of it is negative. More detailed gender-based breakdowns follow in table 9. A gender-based analysis statistics by a recent survey, presented in the article Humour, Adventure Appeals and Gender published by China Electronics News editorial Paul Kang-Jing. Male endorsement 11. Standard analyses by publication. This report identifies Humour, Adventure, Fear, Musical, Popularity, and Endorsement as the appeals that are Effectively favoured by men (Lee & Heere, 2018). Particularly among males Musical Appeal is remarkably effective, even higher than its high mean would suggest (**Khanna 2016**). On the other hand, Romantic Appeal is distinctly more popular for women. As one feels, it bears witness to the fact that effects seemed to be greater among female audiences on average.

Meanwhile, Empathy, Social, Youth, and Personal appeals are no worse for one gender than another; they all fall within the neutral range. Notably, however, Youth Appeal shows a higher efficiency among females--gentle reader, it speaks to women especially. This kind of analysis is important for any kind of

advertising or other product designed for a particular target group. The analysis is a potent guide to how emotional appeals might most effectively impact different sexes, a point worth noting in the consideration of directed marketing strategies.

Popularity Appeals and Adventure Appeals also show moderate slight effectiveness, with males scoring higher thus their means are both 36.88 and 36.40 women (34.92 or 34.08) compared. They stress social proof or hitting the trail as deeply embedded in human nature; this carries more weight than with females on average. Both Popularity Appeal and Adventure Appeal exhibit relatively large standard deviations; this indicates a wide variety of responses among listeners.

With Musical Appeal, it is apparent that this type of appeal has the highest mean efficiency for either sex: 39.11 in males and a slight drop to 37.08 for females. This shows that music is a universally effective tool in advertising; it resonates with men and women alike. The relatively low standard deviations (7.470 in males and 10.040 with females) mean responses which are constant within each gender, underscoring clarity of this appeal.

Both Males and Males show high effectiveness with Youth Appeal, since the mean for males 36.99 is slightly higher than the female score of 36.63. Characters in this appeal tease stereotype themes about juvenescence and style, which seem to have a similar though lesser effect on men. Males develop only slightly varying responses, as indicated by its standard deviations (8.328 for males vs. 10.044 in females). Female scores on this appeal however are particularly inconsistent.

Male Empathy Appeal is another high scorer at 38.00, still only slightly higher than 36.90 for females. This style of appeal asks for an emotional reaction from and understanding, both vital ingredients in creating strong bonds with an audience. The standard deviations (8.522 in males compared with 9.582 among women) show there to be a moderate level of constancy in response; hence empathy can be described as reliable also for either sex.

On the other hand, personal and social appeal both had lower average test scores, showing where they fell short in effectiveness. Men averaged scores of 33.28 for Personal Appeal and 33.24 for Social Appeal while women averaged 33.00 and 32.65, respectively. These lower scores indicate that the personal and social appeal may not resonate as strongly with either sex, after all. Moreover, standard deviations of these appeals are relatively large-and especially for females (9.604 for Personal Appeal and 10.533 for Social Appeal). This points to higher variability in their responses.

In summary, the data show that while some emotional appeal types, such as Musical and Youth Appeals may be effective across both genders, there are other kinds of appeal like Humour and Fear Appeals where this is not true. Marketers should bear these insights in mind when planning targeted promotional activities to superior appeals for each sex both uplift engagement rates and expand their influence.

EFFECT OF AGE ON EMOTIONAL APPEALS

Table 10: Effect of Age on Emotional Appeals			
		Age (in years)	
Spearman's rho	Personal Appeal	Correlation Coefficient	.211**
		Sig. (2-tailed)	.008
	Social Appeal	Correlation Coefficient	.283**
		Sig. (2-tailed)	.000
	Humour Appeal	Correlation Coefficient	.271**
		Sig. (2-tailed)	.001
	Fear Appeal	Correlation Coefficient	.265**
		Sig. (2-tailed)	.001

	Romantic Appeal	Correlation Coefficient	.329**
		Sig. (2-tailed)	.000
	Endorsement Appeal	Correlation Coefficient	.362**
		Sig. (2-tailed)	.000
	Youth Appeal	Correlation Coefficient	.355**
		Sig. (2-tailed)	.000
	Popularity Appeal	Correlation Coefficient	.276**
		Sig. (2-tailed)	.000
	Musical Appeal	Correlation Coefficient	.344**
		Sig. (2-tailed)	.000
	Adventure Appeal	Correlation Coefficient	.293**
		Sig. (2-tailed)	.000
	Empathy Appeal	Correlation Coefficient	.295**
		Sig. (2-tailed)	.000

Table 11: Efficiency of Emotional Appeals based on Age

Emotional Appeal	Correlation Coefficient
Youth Appeal	0.355
Musical Appeal	0.344
Romantic Appeal	0.329
Empathy Appeal	0.295
Adventure Appeal	0.293
Social Appeal	0.283
Popularity Appeal	0.276
Humour Appeal	0.271
Fear Appeal	0.265
Endorsement Appeal	0.262
Personal Appeal	0.211

Table 10 presents the Spearman's rank correlation results of the relation between age and effectiveness of emotional appeals, highlighting statistically significant findings where p-values are less than 0.05. All reported correlations are significant, underscoring their relevance. Table 11 visualizes the correlation coefficients of emotional appeals using a heat map, where green indicates a strong effect, yellow signifies a moderate effect, and red denotes a weak effect.

The results reveals significant relationships between age and various emotional appeals, with correlation coefficients ranging from 0.211 to 0.362. These findings suggest that as individuals age, their preferences for certain emotional appeals in advertisements tend to increase (Williams & Drolet, 2005), as indicated by the positive correlation values, all of which are statistically significant at the 0.01 level.

Among the emotional appeals, endorsement appeal shows the strongest positive correlation with age, with a Spearman's ρ of 0.362. This indicates that older individuals are particularly influenced by endorsements in advertisements, likely because they place greater trust in authority figures, celebrities, or experts who offer recommendations (Fan et al., 2022). The perceived credibility and reliability of these endorsements make them more persuasive for an older audience. Similarly, youth appeal, which emphasizes vitality and energy, also demonstrates a high positive correlation with age ($\rho = 0.355$). This intriguing result suggests that older individuals might be drawn to appeals highlighting youthfulness, possibly reflecting a desire to maintain a youthful image or connect with younger generations.

Romantic appeal, with a Spearman's ρ of 0.329, also resonates well with older individuals (Vrtana & Krizanova, 2023). This may be due to the increasing significance of romance and emotional connections as people age, making them more receptive to content that evokes these feelings (Beadle & De La Vega, 2019). In a similar vein, musical appeal, which shows a correlation of $\rho = 0.344$, suggests that older individuals have a deep appreciation for music, particularly as it relates to memories and

nostalgia. Music has the power to evoke strong emotions, and for older audiences, it might connect to past experiences, making it an effective tool in advertising (Jäncke, 2008).

The adventure appeal, with a correlation coefficient of $\rho = 0.293$, suggests that older individuals may still be attracted to the idea of adventure, possibly as a way to maintain excitement or fulfil unmet aspirations (Tierney & Lydon, 2019). Similarly, empathy appeal, with a correlation of $\rho = 0.295$, indicates that older individuals are more likely to respond to content that evokes empathy, reflecting a greater capacity for emotional understanding and compassion that often comes with age.

Popularity appeal shows a moderate correlation with age, with a Spearman's ρ of 0.276, suggesting that older individuals might still be influenced by what is perceived as popular or trendy, though not as strongly as by endorsements or romantic themes. Social appeal, which emphasizes belonging and social connections, is also more effective with older individuals, as indicated by a correlation of $\rho = 0.283$. This may reflect a stronger desire for social cohesion or being part of a community, which can become more significant as people grow older.

Humour appeal has a positive correlation with age, with a ρ of 0.271, suggesting that older individuals appreciate humour in advertisements. However, the type of humour that resonates with them might differ from that which appeals to younger audiences, potentially being more subtle or reflective. Fear appeal, which has a correlation of $\rho = 0.265$, indicates that older individuals may be more receptive to fear-based messaging. This could be because they are more risk-averse or have a greater concern for safety and security as they age.

Lastly, personal appeal shows the lowest correlation with age, with a ρ of 0.211. Despite being the lowest, this still indicates a significant positive relationship, suggesting that personal stories or individual-focused messaging are somewhat more effective with older individuals, though not as strongly as the other appeals. Overall, the analysis highlights that emotional appeals related to endorsement, youth, romantic relationships, and music are particularly effective with older audiences. As people age, they may be more influenced by trusted endorsements, themes of youthfulness, romantic ideals, and musical elements that evoke strong emotional responses. Appeals that focus on adventure, empathy, and social connections also resonate well with this demographic, while personal and humour appeals have a weaker, but still significant, positive correlation with age. Understanding these nuances can help marketers tailor their strategies to different age groups, effectively leveraging the emotional appeals most likely to resonate with their target audience.

EFFECT OF EDUCATION ON EMOTIONAL APPEALS

Table 12: Effect of Education on Emotional Appeals

Correlations			
			Qualification
Spearman's rho	Personal Appeal	Correlation Coefficient	.183*
		Sig. (2-tailed)	0.022
	Social Appeal	Correlation Coefficient	.274**
		Sig. (2-tailed)	0.001
	Humour Appeal	Correlation Coefficient	.245**
		Sig. (2-tailed)	0.002
	Fear Appeal	Correlation Coefficient	0.142
		Sig. (2-tailed)	0.076
	Romantic Appeal	Correlation Coefficient	.329**
		Sig. (2-tailed)	0
	Endorsement Appeal	Correlation Coefficient	.385**
		Sig. (2-tailed)	0
	Youth Appeal	Correlation Coefficient	.341**

		Sig. (2-tailed)	0
	Popularity Appeal	Correlation Coefficient	.288**
		Sig. (2-tailed)	0
	Musical Appeal	Correlation Coefficient	.362**
		Sig. (2-tailed)	0
	Adventure Appeal	Correlation Coefficient	.278**
		Sig. (2-tailed)	0
	Empathy Appeal	Correlation Coefficient	.359**
		Sig. (2-tailed)	0
* Correlation is significant at the 0.05 level (2-tailed).			
** Correlation is significant at the 0.01 level (2-tailed).			

Table 13: Efficiency of Emotional Appeals based on Age	
	Correlation Coefficient
Endorsement Appeal	0.385
Musical Appeal	0.362
Empathy Appeal	0.359
Youth Appeal	0.341
Romantic Appeal	0.329
Popularity Appeal	0.288
Adventure Appeal	0.278
Social Appeal	0.274
Humour Appeal	0.245
Personal Appeal	0.183
Fear Appeal	0.145

Table 12 presents the Spearman's rank correlation results of relation between level of education and effectiveness of emotional appeals, highlighting statistically significant findings where p-values are less than 0.05. All reported correlations are significant, underscoring their relevance. Table 13 visualizes the correlation coefficients of emotional appeals using a heat map, where green indicates a strong effect, yellow signifies a moderate effect, and red denotes a weak effect.

The results offer insights into the relationship between education level and the effectiveness of various emotional appeals in advertising for Gen Z.

For higher education Gen Z, the most effective appeals appear to be Endorsement Appeal (0.385), Musical Appeal (0.362), and Empathy Appeal (0.359) (Myrick & Willoughby, 2017). These appeals likely resonate with their desire for authenticity, their appreciation for artistic expression, and their empathy for others. Additionally, Youth Appeal (0.341), Popularity (0.288), Adventure (0.278), and Social (0.274) and Romantic Appeal (0.329) might also be effective, as they align with the aspirations and experiences of this demographic.

CONCLUSION

In an era where emotional resonance is crucial for successful advertising, understanding the nuances of how different emotional appeals impact Generation Z provides invaluable insights for marketers. This study has delved into the effectiveness of eleven distinct emotional appeals, offering a detailed analysis of how these appeals engage Generation Z and how their effectiveness is influenced by gender, age, and education level.

The findings underscore the significance of tailoring advertising strategies to align with the unique values and preferences of Generation Z. Emotional appeals that strongly connect with this demographic, such as those evoking empathy, musical engagement, and youthful energy, are particularly effective in fostering engagement and building brand loyalty. Conversely, appeals such as humour,

romance, and personal identity may resonate less strongly, reflecting a shift in priorities and preferences within this generation.

Moreover, the research highlights important variations in the effectiveness of emotional appeals based on gender, age, and educational background. Understanding these variations enables advertisers to craft more nuanced and targeted messages that address the specific needs and preferences of different segments within Generation Z. For example, recognizing the higher effectiveness of certain appeals for different genders or age groups can guide the development of gender-sensitive and age-appropriate marketing strategies.

This study contributes to the broader understanding of how emotional appeals function in the context of contemporary advertising, particularly for a demographic as distinct as Generation Z. By integrating these insights into advertising practices, brands can enhance their ability to connect with this influential audience, driving more effective and resonant marketing campaigns. As the landscape of consumer behaviour continues to evolve, ongoing research into emotional appeals and their impact on various demographics will be essential for staying ahead in the competitive field of advertising.

Ultimately, leveraging the power of emotional appeals with a strategic approach tailored to Generation Z's unique characteristics can lead to more impactful and engaging advertising, fostering stronger consumer-brand relationships and driving long-term success in an increasingly dynamic market.

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Appendix 1: Descriptives														
Personal Appeal														
	Mean	95% Confidence Interval for Mean		5% Trimmed Mean	Median	Variance	Std. Deviation	Minimum	Maximum	Range	Interquartile Range	Skewness	Kurtosis	Normality
		Lower Bound	Upper Bound											
Statistic	33.19	31.90	34.48	33.45	34.00	66.976	8.184	12	49	37	10	-0.479	0.058	YES
Std. Error	0.653											0.194	0.385	
Social Appeal														
	Mean	95% Confidence Interval for Mean		5% Trimmed Mean	Median	Variance	Std. Deviation	Minimum	Maximum	Range	Interquartile Range	Skewness	Kurtosis	Normality
		Lower Bound	Upper Bound											
Statistic	33.04	31.65	34.44	33.28	34.00	78.043	8.834	6	49	43	13	-0.393	-0.122	YES
Std. Error	0.705											0.194	0.385	
Humour Appeal														
	Mean	95% Confidence Interval for Mean		5% Trimmed Mean	Median	Variance	Std. Deviation	Minimum	Maximum	Range	Interquartile Range	Skewness	Kurtosis	Normality
		Lower Bound	Upper Bound											
Statistic	34.99	33.49	36.49	35.57	37.00	90.525	9.514	6	49	43	13	-0.839	0.521	YES
Std. Error	0.759											0.194	0.385	
Fear Appeal														
	Mean	95% Confidence Interval for Mean		5% Trimmed Mean	Median	Variance	Std. Deviation	Minimum	Maximum	Range	Interquartile Range	Skewness	Kurtosis	Normality
		Lower Bound	Upper Bound											
Statistic	35.55	34.10	37.01	36.07	38.00	85.005	9.220	4	49	45	13	-0.748	0.432	YES
Std. Error	0.736											0.194	0.385	
Romantic Appeal														
	Mean	95% Confidence Interval for Mean		5% Trimmed Mean	Median	Variance	Std. Deviation	Minimum	Maximum	Range	Interquartile Range	Skewness	Kurtosis	Normality
		Lower Bound	Upper Bound											
Statistic	34.73	33.12	36.35	35.27	37.00	105.082	10.251	4	49	45	14	-0.644	-0.035	YES
Std. Error	0.818											0.194	0.385	
Endorsement Appeal														
	Mean	95% Confidence Interval for Mean		5% Trimmed Mean	Median	Variance	Std. Deviation	Minimum	Maximum	Range	Interquartile Range	Skewness	Kurtosis	Normality
		Lower Bound	Upper Bound											
Statistic	35.87	34.45	37.28	36.35	37.00	80.476	8.971	13	49	36	12	-0.602	0.057	YES
Std. Error	0.716											0.194	0.385	

Youth Appeal														
	Mean	95% Confidence Interval for Mean		5% Trimmed Mean	Median	Variance	Std. Deviation	Minimum	Maximum	Range	Interquartile Range	Skewness	Kurtosis	Normality
		Lower Bound	Upper Bound											
Statistic	36.87	35.47	38.27	37.37	38.00	79.048	8.891	9	49	40	14	-0.580	0.011	YES
Std. Error	0.710											0.194	0.385	
Popularity Appeal														
	Mean	95% Confidence Interval for Mean		5% Trimmed Mean	Median	Variance	Std. Deviation	Minimum	Maximum	Range	Interquartile Range	Skewness	Kurtosis	Normality
		Lower Bound	Upper Bound											
Statistic	36.14	34.75	37.73	36.89	38.00	89.326	9.451	7	49	42	14	-0.832	0.431	YES
Std. Error	0.754											0.194	0.385	
Musical Appeal														
	Mean	95% Confidence Interval for Mean		5% Trimmed Mean	Median	Variance	Std. Deviation	Minimum	Maximum	Range	Interquartile Range	Skewness	Kurtosis	Normality
		Lower Bound	Upper Bound											
Statistic	38.45	37.13	39.78	39.06	40.00	70.775	8.413	9	49	40	11	-0.944	1.072	YES
Std. Error	0.671											0.194	0.385	
Adventure Appeal														
	Mean	95% Confidence Interval for Mean		5% Trimmed Mean	Median	Variance	Std. Deviation	Minimum	Maximum	Range	Interquartile Range	Skewness	Kurtosis	Normality
		Lower Bound	Upper Bound											
Statistic	35.64	34.35	36.94	35.96	36.00	67.654	8.225	13	49	36	12	-0.479	-0.136	YES
Std. Error	0.656											0.194	0.385	
Empathy Appeal														
	Mean	95% Confidence Interval for Mean		5% Trimmed Mean	Median	Variance	Std. Deviation	Minimum	Maximum	Range	Interquartile Range	Skewness	Kurtosis	Normality
		Lower Bound	Upper Bound											
Statistic	37.64	36.25	39.04	38.10	40.00	78.577	8.864	13	49	36	13	-0.563	-0.385	YES
Std. Error	0.707											0.194	0.385	