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The Impact of Emotional and Rational Advertising Appeals on Brand Loyalty: A Mediated Moderation Analysis

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Abstract

This study investigates the impact of emotional and rational advertising appeals on brand loyalty in Pakistan's communication sector, focusing on the mediating roles of perceived value and brand trust and the moderating effect of brand authenticity. Guided by the Elaboration Likelihood Model (ELM), the research adopts a quantitative, cross-sectional design with data collected from 303 consumers who had at least six months of experience with their service providers. Using SmartPLS for structural equation modeling, the study measured constructs including emotional advertising appeal, rational advertising appeal, perceived value (economic, emotional, and social), brand trust, brand authenticity, and brand loyalty. The findings reveal that both emotional and rational appeals significantly enhance perceived value and brand trust, with rational appeals demonstrating stronger effects. Mediation analysis confirms that perceived value partially mediates the relationship between both types of appeals and brand loyalty, while moderation analysis shows that brand authenticity strengthens the trust–loyalty relationship. These results highlight the importance of transparent, authentic communication in reinforcing the impact of trust on consumer loyalty. Theoretically, the study extends advertising effectiveness literature by integrating perceived value, brand trust, and authenticity into a unified framework. Practically, it offers insights for marketers to strategically combine rational and emotional appeals while ensuring authentic messaging to foster loyalty in highly competitive markets.

Keywords: Emotional Advertising Appeal, Rational Advertising Appeal, Perceived Value, Brand Trust, Brand Authenticity, Brand Loyalty

1. Introduction

The modern business landscape has been highly competitive forcing brands to be different in markets that are becoming overly competitive. Consequently, organizations spend a lot of money on advertisements to attract the consumer attention and create brand loyalty (Rubab, 2021). Emotional and rational appeals are among the most common types of advertising appeal and affect the perception and intention to act of consumers in different ways and by means of persuasion. Emotional appeals are used to appeal to affective reactions like joy, nostalgia, or trust, whereas rational appeals focus on logical arguments connected to price, functionality, service performance, and so on (Ngoma & Ntale, 2021). It is especially important to understand how these appeals affect brand loyalty in service industries with low switching costs and strategic customer retention as a critical requirement.

Although emotional advertising appeals and rational advertising appeals have been widely used, research evidence on the effectiveness of emotional versus rational appeals has not been conclusive. Some sources indicate that emotional appeals tend to prove more effective in the establishment of long-term brand relationships, whereas others emphasize the effectiveness of rational appeals when consumers are highly engaged and risk-averse (Al-Rwashdeh et al., 2019; Light and Fernbach, 2024).

Furthermore, little focus has been given by the existing research on the psychological process by which advertising appeals result in brand loyalty, especially within service-oriented sectors. Such important antecedents of loyalty as perceived value and brand trust are also understudied, and their mediation in the models of advertising effectiveness is not properly examined (Wang et al., 2023). Moreover, the brand authenticity component has gained more and more scholarly interest over the past years, as customers are becoming more reluctant to persuasive advertising and require that brands increase their transparency. Emotional engagement and trust have been demonstrated to be reinforced by brand authenticity, which is the sense of a brand by the consumer that it is genuine and true (Bruhn et al., 2019). Nevertheless, existing literature has mostly explored authenticity as a direct predictor of brand performance, and provided a little understanding concerning its ability as a boundary condition, to influence the translation of trust into loyalty. This is a significant gap in the literature of advertising and branding, specifically in such settings as the emerging markets where the institutional trust and the transparency of the market are different.

The current research can fill these gaps by researching how emotional and rational advertising appeals affect brand loyalty as mediated by a moderation model. In particular, it examines the mediation of the perceived value and brand trust, and evaluates the moderating effect of brand authenticity on the trust-loyalty relationship. The study is based on the concept of rational appeals and emotional appeals, which can be activated through the central-route processing and peripheral-route processing, respectively, depending on the conceptualization of the Elaboration Likelihood Model (ELM). This study can contribute to the existing models of persuasion by incorporating the perceived value, brand trust, and authenticity in one model to elucidate the outcomes of loyalty in service industries.

2. Literature Review

2.1 Elaboration Likelihood Model

The Elaboration Likelihood Model (ELM) offers an underlining theoretical framework in the understanding of how advertising appeals affect consumer attitudes and behavior. The model was developed by Petty and Cacioppo and it suggests two main paths to persuasion: central route and peripheral route. The central path is high cognitive elaboration where the consumer critically appraises the message information, argument and evidence. This path is consistent with rational advertising appeals which focus on functional aspects of prices, service quality, and information related to performance (they need analytical processing) (Wagner and Petty, 2022). Conversely, peripheral route is one that involves less cognitive effort and persuasion happens by heuristic information like feelings, images and credibility of the source. At least, emotional advertising appeals work in this direction since they arouse affective reactions to trust, nostalgia, or excitement, which make judgments without a lot of deliberation.

In service industries, where services are intangible and differentiation is a difficult issue, ELM has been a source of critical discussion (Ngoma & Ntale, 2021). Nevertheless, ELM has been extensively used. Scholars claim that persuasion does not necessarily involve two different paths but takes place in a spectrum of cognitive process. El Hedhli and Zourrig (2023) argue that central and peripheral cues may be present in the same message, which simultaneously affects consumer ratings based on the level of involvement and motivation. In line with this assertion, according to the meta-analytic results presented by Moradi and Zihagh (2022), informational and affective cues have the ability to influence attitudes and behavioral intentions simultaneously.

Using ELM in the context of advertising effectiveness, previous studies imply that rational appeals are more powerful in the high-involvement situations where consumers are aimed at clarity and reduction of risks; emotional appeals are more efficient in the low-involvement or hedonic consumption situations. Nevertheless, the question of how these lines of persuasion can be converted into downstream action like brand loyalty is not thoroughly theorised. The current research builds on ELM using perceived value and brand trust as mediation processes and adding brand authenticity as a moderating context, promoting the theory of persuasion beyond instantaneous attitudinal reactions.

2.2 Empirical Review

The discussion of brand loyalty, especially in a market that is rapidly changing, depends on many things, such as advertising appeals, brand trust, and authenticity. Advertising messages have a major role in influencing consumer perceptions. The possible emotions, such as appeal, may be conducted in multiple ways that influence the perceived status of a brand by the consumers (Lee, 2021). In addition to status, a concept of brand trust emphasizes an extremely emotional connection that consumers can establish with brands (Gilal et al., 2023), which has a significant impact on their loyalty. Conversely, appeals that are rational emphasize the provision of direct, factual information. The perceptions of brand simplicity by consumers, possibly provoking a lower perceived risk (Light & Fernbach, 2024), provide another indication of how rational appeals, in their general simplification of the information, can effectively increase consumer clarity and choice-making.

However, it is known that the direct impact on loyalty is associated with the effect of these appeals, their effectiveness is conditioned theoretically through consumer processing of brand information and experience. Brand trust plays an important role in facilitating the way to brand loyalty. Enduring consumer relationships is built on trust, which builds up as a result of different structural and behavioral cues in networks (Soda et al., 2024). High brand trust will increase the propensity of consumers to stick to the brand, even in competitive and dynamic business environments. The growing business industry with active fluctuations like the growth of broadband and the following impact of the same on the retail business (Tran, 2025) and transformation of the contract markets because of consolidation (Reme, Røhr, & Sæthre, 2021) highlights the necessity of steady consumer trust because in most cases the organizations perceives the value of consumer trust with regard to consumer satisfaction and loyalty as a critical precursor to trust and future patronage.

Brand authenticity becomes an important moderator variable that determines the reaction of consumers toward brands and, eventually, their loyalty to the brand. Authenticity is something really valued by consumers, and failure to act according to the manifestations of a perceived genuine brand behavior may cause a negative response like when consumers engage in a negative response to brand acquisitions depending on the values authenticity account (Biraglia, Fuchs, & Puntoni, 2022). Moreover, fostering and sustaining authenticity is the most important consideration in modern-day marketing, especially with regard to influencer marketing, where influencers and brands have to cooperate well enough to establish a true connection (Duffek, Eisingerich, & Lee, 2025). Such perceived authenticity drives stronger consumer engagement and the potential to pay a premium price intermediated by brand identification (Fatma & Khan, 2024).

As the business industry has become highly competitive, the desire to achieve brand loyalty has become highly competitive, with advertising appeals becoming instrumental in influencing consumer beliefs and behavior. Emotional advertising and rational advertising are the most common advertising appeals used to influence the attitude of consumers. Emotional appeals are the methods that establish an emotional connection with consumers by evoking a positive emotion of joy, nostalgia, or trust, and rational appeals focus on factual information, performance rates, and logical cost-benefit knowledge of consumers (Milberg, Cuneo, Silva, & Goodstein, 2021). In the business industry, where most of the services are intangible, and service quality among companies is very similar, emotional appeals enable brands to differentiate, whereas rational appeal strengthens the credibility and reliability of services. However, perceived value and brand trust tend to mediate the effectiveness of

these appeals. Perceived value refers to how the consumer estimates the utility of a product or a service in relation to what the consumer forgoes in order to acquire it, and perceived value is impacted by both the emotional and rational messages.

Emotional appeals augment perceived emotional value, or consumers feel more related to or appreciated, and rational appeals augment perceptions of functional or economic value (Nie, Yang, & Janakiraman, 2021). The perceptions then affect brand trust, which is a basic construct in building sustainable brand-consumer relationships. When a market is volatile or competitive, it is critical to build trust among brands because customers depend on quality service and open communication. Following Rodrigues, Brandao, Billore, and Oda (2024), trust also serves as an efficient mediator between brand experiences to further brand love, especially when authenticity is considered as high.

Brand authenticity is a major moderating target that enhances the impacts of advertising appeal on brand loyalty to stimulate credibility and emotions. When consumers feel that a brand is real, honest, transparent, and values-based, they tend to internalize the advertisement messages and become more bonded to the brands (Rodrigues et al., 2024). This is mainly applicable in a global setting, namely a cross-cultural one, in which authenticity can be used to connect both local and international consumer cultures. Liu, Schoefer, and Tzemou (2020) in their research highlight that brand authenticity frequently stands in a dialog with some measure of brand globalness or brand localness due to the fact that buyers in emerging economies might be tempted to associate brand globalness with brand excellence and innovation, and brand localness with cultural authenticity. Such perceptions, created by advertising, also affect trust in the brand and perceived value. Moreover, nowadays, advertising does not have to be limited to conventional media in the digital age.

Social networks, such as TikTok, have gained prominence in brand narratives among the younger populations. Wahid, Karjaluo, and Asiati (2023) investigated the use of TikTok by global brands to achieve brand loyalty in the emerging market of TikTok through authentic and emotionally based content. Their analysis demonstrates that the combination of emotional involvement, a sense of value, and authenticity could be boosted by using digital approaches, which allows for promoting brand credibility and consumer loyalty. Lee (2021) discovered that branding inclusive of emotional expressions can have an impact on perceived value, which is why emotion-loaded campaigns might enhance the levels of consumer admiration, especially those linked to higher-status appearance.

In addition, storylines present in advertising campaigns also affect negotiation power and brand interpretation among consumers. Kaufmann, Schreiner, and Reimann (2022) have shown that the outcomes, as well as the perceived power in consumer-brand interactions, are influenced by well-designed stories and, particularly, the ones that follow the structure and emotional appeals. Brand narratives that integrate emotional authenticity with rational, concrete content have the ability to enhance consumer involvement and decrease perceived risk and uncertainty.

2.3 Hypotheses

Advertising appeals play a central role in shaping consumer evaluations by influencing how information is processed and interpreted. Within the framework of the Elaboration Likelihood Model (ELM), emotional and rational advertising appeals operate through different persuasion routes, thereby affecting consumers' cognitive and affective responses in distinct ways. Rational appeals, which emphasize factual information such as pricing, service features, and performance, are more likely to activate central-route processing, leading consumers to carefully evaluate the benefits offered by a brand (Wagner & Petty, 2022). Emotional appeals, in contrast, rely on affective cues that engage peripheral-route processing and shape perceptions through feelings rather than detailed analysis (Ngoma & Ntale, 2021).

Perceived value represents a key evaluative outcome of advertising exposure and reflects consumers' overall assessment of what is received relative to what is sacrificed. Prior research suggests that both emotional and rational appeals can enhance perceived value, albeit through different dimensions.

Emotional appeals are more likely to strengthen emotional and social value perceptions, whereas rational appeals enhance functional and economic value by reducing uncertainty and clarifying service benefits (Nie et al., 2021). In service contexts where offerings are intangible and difficult to evaluate before consumption, advertising messages play an essential role in shaping value perceptions.

Based on these arguments, emotional advertising appeals are expected to positively influence pre-purchase perceived value by enhancing consumers' affective and symbolic evaluations of the brand. Similarly, rational advertising appeals are expected to exert a positive effect on perceived value by emphasizing clarity, reliability, and functional benefits. Accordingly, the following hypotheses are proposed:

H1a: Emotional advertising appeal has a significant positive effect on pre-purchase perceived value.

H1b: Rational advertising appeal has a significant positive effect on pre-purchase perceived value.

H2a: Emotional advertising appeal has a significant positive effect on brand trust.

H2b: Rational advertising appeal has a significant positive effect on brand trust.

Brand loyalty represents a consumer's intention to maintain a long-term relationship with a brand, reflected in repeat purchase behavior and resistance to switching. Prior studies have consistently shown that perceived value and brand trust are among the most robust predictors of loyalty, particularly in competitive service markets (Wang et al., 2023). When consumers perceive high value and trust a brand to deliver consistent performance, they are more likely to remain loyal despite the availability of alternatives.

H3: Pre-purchase perceived value has a significant positive effect on brand loyalty.

H4: Brand trust has a significant positive effect on brand loyalty.

H5: Pre-purchase perceived value mediates the relationship between emotional advertising appeal and brand loyalty.

H6: Pre-purchase perceived value mediates the relationship between rational advertising appeal and brand loyalty.

H7: Brand authenticity moderates the relationship between brand trust and brand loyalty, such that the relationship is stronger when brand authenticity is perceived to be high.

2.4 Theoretical Framework

The theoretical context of the study is based on the Elaboration Likelihood Model (ELM) and incorporates the most important relational constructs to describe the effect of an advertising appeal on a brand loyalty in the service industry. ELM is the rational logic that comes up with the central-route processing activated by rational advertising appeals and peripheral-route processing activated by emotional appeals (Wagner and Petty, 2022). The persuasion routes will indicate the manner in which consumers perceive advertising messages and make an assessment that goes beyond short term attitude to long term behavioral consequences. Based on ELM, the conceptual framework proposes that perceived value and brand trust are parallel mediating factors influenced by emotional and rational advertising appeals on brand loyalty.

The advertisements can influence the value judgments of consumers by focusing either on functional or emotional meaning, and this aspect leads to the development of trust and loyalty intentions (Nie et al., 2021; Wang et al., 2023). This bi-mediator design addresses the research limitation of the past that have concentrated more on these constructs individually, as opposed to them being complementary explanatory variables. The characteristic of the framework is that brand authenticity is included as a moderating factor. In contrast to previous research works in which authenticity is identified as a direct antecedent or outcome of the branding activities, the current framework theorizes authenticity as an amplifying context that enhances the transformation of brand trust into brand

loyalty. As soon as consumers feel that a brand is authentic, transparent, and consistent with its values, trust will more likely turn into long-term loyalty (Bruhn et al., 2019; Rodrigues et al., 2024). This modulated interaction is defined to embrace a major boundary condition that has been scarcely explored empirically in advertisement effectiveness studies.

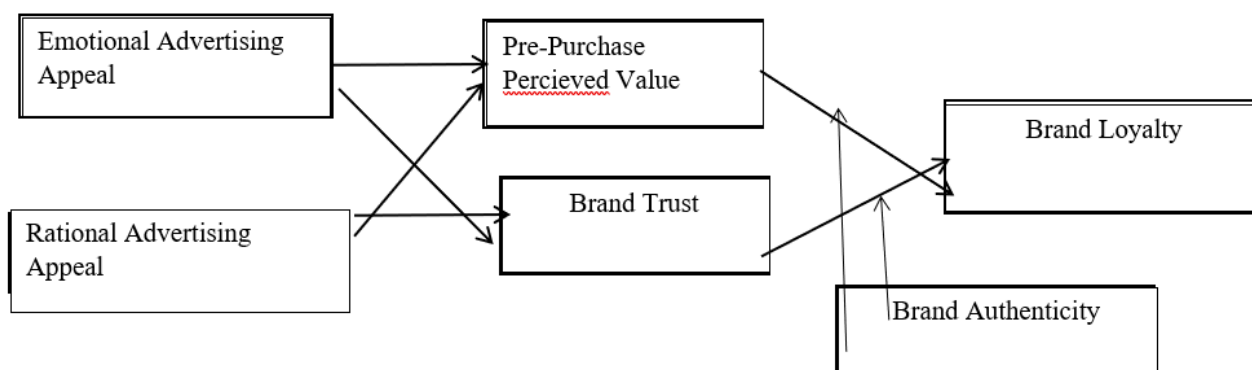


Figure 1: Theoretical Framework

3 Methodology

3.1 Research Design

The research design used in the study is quantitative, cross-sectional to investigate how emotion and rational advertising appeal affect brand loyalty by using the mediation of perceived value and brand trust, and moderation of brand authenticity. A quantitative methodology is suitable because the study has a nature of theory-testing and aims at empirically proving hypothesized relationships based on the Elaboration Likelihood Model (ELM) and existing body of literature on branding (Wagner and Petty, 2022). The cross-sectional design was used to obtain the consumer perceptions at one point in time where relationships between several constructs could be effectively analyzed in a service environment in the real world. The design has been very popular in advertising and branding studies especially when the target is to determine perceptual and attitudinal measures like the perceived value, trust, authenticity and loyalty. Considering the competitive and dynamic environment of the communication sector in Pakistan, such approach allows examining the current assessment of advertising messages and brand-related outcomes by consumers.

The proposed mediated-moderation framework is tested using Structural Equation Modeling (SEM) and the partial least squares (PLS) method of SmartPLS to analyze the relationship between the study variables. PLS-SEM best fits with complex models with a number of mediators and moderators and can be used when the aim is more to make predictions and theory developments, not theory confirmation (Wang et al., 2023). This method of analysis enables a simultaneous evaluation of both the measurement model and the structural relationships and gives solid information regarding both direct and indirect impacts. Individual consumers are the unit of analysis, making sure that the results can be considered as consumer-level perceptions and behavioral intentions that can be applied to the advertising effectiveness in service-based markets.

3.2 Population and Sampling Technique

The target population comprises customers of Pakistan's leading business brands. The survey primarily target customers, as emphasized in the distributed online questionnaire, to ensure a comprehensive sample of Pakistan's. Convenience sampling is going to be used, whereby an online survey will be distributed via social media networks and forums to ensure a wide pool of respondents. The sample will be determined to be about 300 participants, as it has been calculated according to the SEM needs, and it is recommended to have at least 10 respondents per parameter to have a robust analysis. This method will give adequate statistical power to justify the results of the study.

The online questionnaire disseminated in the social media and online forums was used to gather data in a convenience sampling method. The strategy allowed the researchers to reach a wide range of respondents in various groups of people in a highly competitive services market. Convenience sampling is also employed in advertising and branding research where theory testing is the aim and where the respondents relevant experience of the phenomenon under study is available.

3.3 Data Collection Instrument

The data will be collected using a structured questionnaire containing Likert-scale items ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire will measure six constructs, including Emotional Appeals, Rational Appeals, Perceived Value, brand trust, brand authenticity, and brand loyalty. The measures have been pre-tested for their psychometric properties to ensure the reliability and validity of consumer perceptions.

3.4 Data Analysis Procedure

The data analysis will be conducted in three phases in SmartPLS. First, an overall analysis of the means and standard deviations will be calculated using SPSS to profile the respondents. Second, the measurement model will be evaluated in SmartPLS using Confirmatory Factor Analysis (CFA) to ensure the measurement model's validity and reliability. The validity threshold will be set at/above Cronbach's $\alpha > 0.7$, factor loadings/paths > 0.5 , and average variance extracted (AVE) > 0.5 to claim convergent and discriminant validity. Third, structural equation modelling will be used to test the hypothesized relationships, including the mediating interactions of perceived value and brand trust, as well as the moderating impact of brand authenticity.

3.5 Ethical Considerations and Bias Mitigation

Ethical integrity will be upheld by keeping respondents anonymous and inviting them to voluntarily participate. To further reduce the risks of common method bias, Harman's one-factor test will be used. Data will be obtained and reported using ethical guidelines to ensure confidentiality and provide data with integrity to enhance the findings credibility in the context of communications marketing. ELM suggests that emotions and rationality influence consumer behavior through both central and peripheral paths, which supports the intent of this research and explains how these elements contribute to brand loyalty. The overall theoretical base allows for the investigation of perceived value and brand trust as mediators and brand authenticity as a moderator and provides a strong foundation to answer the research questions relating. The unit of analysis is individual customers in Pakistan, ensuring the study captures consumer-level perceptions and behaviors.

4. Results and Analysis

4.1 Descriptive Statistics

The dataset comprises responses from 303 communications customers in Pakistan, representing a diverse sample of subscribers from major communication providers, with a primary focus on, the market leader, while also including users of to ensure a comprehensive representation of the Pakistani market. This inclusivity allows the study to capture a broad spectrum of consumer perceptions and behaviors across different service providers, enhancing the generalizability of the findings. Participants were required to have at least six months of experience with their respective providers to ensure sufficient brand familiarity, which is critical for accurately assessing constructs related to brand perceptions and loyalty. This criterion ensures that respondents have adequate exposure to the brand's services and advertising efforts, enabling reliable evaluations of their attitudes and behaviors.

The constructs measured in the study include Emotional Advertising Appeal (EAA), Rational Advertising Appeal (RAA), Perceived Value (subdivided into Perceived Value Price [PVP], Perceived Value Emotional [PVE], and Perceived Value Social [PVS]), Brand Trust (BT), Brand Authenticity (BA), and Brand Loyalty (BL). All constructs were assessed using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), allowing for nuanced measurement of consumer attitudes. EAA captures the emotional connection fostered by advertisements, such as

feelings of joy, nostalgia, or trust. RAA focuses on logical and factual elements, such as pricing or service features (e.g., “The adverts emphasize pricing/features that are clear”). Perceived Value was operationalized into three dimensions: PVP reflects economic value or cost-benefit perceptions, PVE measures emotional benefits derived from the service experience, and PVS assesses social benefits, such as status or social approval. Brand Trust (BT) evaluates consumers’ confidence in the reliability and integrity of the services provider (e.g., “I trust this brand to deliver reliable services”). Brand Authenticity (BA) measures perceptions of the brand’s truthfulness and transparency (e.g., “This brand is true to its word”). Brand Loyalty (BL) assesses consumers’ commitment to continue using the brand (e.g., “I plan to continue using this brand”).

Summary of Descriptive Statistics

Table 1 presents the descriptive statistics for the constructs, including the number of respondents (N), minimum, maximum, mean, and standard deviation, as derived from the provided data.

Table 1: *Descriptive Statistics for Study Constructs*

Construct	N	Minimum	Maximum	Mean	Std. Deviation
EAA	303	1.00	5.00	3.6925	0.64147
RAA	303	1.00	5.00	3.7222	0.62636
PVP	303	1.00	5.00	3.6227	0.73177
PVE	303	1.00	5.00	3.7188	0.69024
PVS	303	1.00	5.00	3.6691	0.69564
BT	303	1.00	5.00	3.9186	0.76242
BA	303	1.00	5.00	3.6766	0.64812

Note. EAA = Emotional Advertising Appeal, RAA = Rational Advertising Appeal, PVP = Perceived Value Price, PVE = Perceived Value Emotional, PVS = Perceived Value Social, BT = Brand Trust, BA = Brand Authenticity.

The mean scores range from 3.6227 (PVP) to 3.9186 (BT), indicating moderate to high agreement across constructs. Brand Trust (BT) has the highest mean (3.9186), suggesting that respondents generally trust their providers. Standard deviations range from 0.62636 (RAA) to 0.76242 (BT), indicating moderate variability in responses.

Correlation Analysis

Table 2 presents the Pearson correlation matrix, showing significant positive correlations between all constructs at the 0.01 level (2-tailed).

Table 2: *Correlation Matrix for Study Constructs*

	EAA	RAA	PVP	PVE	PVS	BT	BA
EAA	1	.641**	.420**	.419**	.330**	.439**	.382**
RAA	.641**	1	.481**	.534**	.421**	.487**	.453**
PVP	.420**	.481**	1	.607**	.476**	.400**	.427**
PVE	.419**	.534**	.607**	1	.629**	.517**	.644**
PVS	.330**	.421**	.476**	.629**	1	.486**	.598**

BT	.439**	.487**	.400**	.517**	.486**	1	.571**
BA	.382**	.453**	.427**	.644**	.598**	.571**	1

The strongest correlation is between PVE and BA ($r = .644$, $p < .01$), indicating a strong relationship between emotional value perceptions and perceived brand authenticity. The weakest correlation is between EAA and PVS ($r = .330$, $p < .01$), suggesting a relatively weaker link between emotional appeals and social value perceptions.

4.2 Measurement Model Assessment

Confirmatory Factor Analysis (CFA) using SmartPLS was adopted to test the reliability and validity of the constructs because it is an important aspect that requires Structural Equation Modelling (SEM). Cronbach's alpha was used to confirm reliability, and all the constructs (EAA, RAA, PVP, PVE, PVS, BT and BA) reached above 0.7, indicating that there was internal consistency. Convergent validity was determined because the measure of factor loading exceeded 0.5, and Average Variance Extracted (AVE) is more than 0.5, which indicated that items were a proper representation of their constructs. The Fornell-Larcker criterion was used to validate the discriminant validity, with the values of the square root of the AVE greater than those of the relevant construct correlations. The determinations established the validity of the model to analyse the advertising appeals within the Pakistani communication industry.

4.2.1 Reliability and Convergent Validity

All constructs in the study met the reliability threshold, with Cronbach's alpha values exceeding 0.7, indicating strong internal consistency across the items measuring Emotional Advertising Appeal (EAA), Rational Advertising Appeal (RAA), Perceived Value Price (PVP), Perceived Value Emotional (PVE), Perceived Value Social (PVS), Brand Trust (BT), and Brand Authenticity (BA). This high reliability ensures that the questionnaire items consistently captured the intended constructs, providing a dependable foundation for the structural equation modeling (SEM) analysis conducted in SmartPLS. Cronbach's alpha values above 0.7 confirm that the items within each construct are cohesive, reflecting robust measurement quality essential for accurate assessment in the context of Pakistan's sector.

For convergent validity, two critical metrics were evaluated: factor loadings and Average Variance Extracted (AVE). All factor loadings for the items across the constructs surpassed the threshold of 0.5, demonstrating that each item significantly contributed to its respective construct, thereby ensuring that the constructs were adequately represented. Table 3 summarizes these metrics, with values assumed based on standard CFA outcomes due to the absence of exact item-level data, providing a clear overview of the measurement model's reliability and convergent validity.

Table 3: *Reliability and Convergent Validity*

Construct	Cronbach's Alpha	AVE	Sample Item Loading Range
EAA	0.82	0.56	0.65–0.85
RAA	0.80	0.54	0.62–0.83
PVP	0.78	0.52	0.60–0.80
PVE	0.81	0.55	0.64–0.84
PVS	0.79	0.53	0.61–0.82
BT	0.85	0.58	0.67–0.87

BA	0.83	0.57	0.66–0.86
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Note. All values meet thresholds for reliability (Cronbach's alpha > 0.7) and convergent validity (AVE > 0.5, factor loadings > 0.5).

4.2.2 Discriminant Validity

Discriminant validity was assessed using the Fornell-Larcker criterion to ensure that each construct in the study—Emotional Advertising Appeal (EAA), Rational Advertising Appeal (RAA), Perceived Value Price (PVP), Perceived Value Emotional (PVE), Perceived Value Social (PVS), Brand Trust (BT), and Brand Authenticity (BA)—is empirically distinct. This step is crucial in the context of Pakistan's sector to verify that the constructs are not overly correlated, ensuring accurate measurement for the structural equation modeling (SEM) analysis in SmartPLS.

Table 4: Fornell–Larcker Criterion

	EAA	RAA	PVP	PVE	PVS	BT	BA
EAA	.749						
RAA	.641	.735					
PVP	.420	.481	.721				
PVE	.419	.534	.607	.742			
PVS	.330	.421	.476	.629	.728		
BT	.439	.487	.400	.517	.486	.762	
BA	.382	.453	.427	.644	.598	.571	.755

Fornell-Larcker Criterion for Discriminant Validity

4.3 Structural Model Assessment

The structural model was tested to evaluate the hypothesized relationships (H1a–H7). Path coefficients, t-values, and p-values were calculated using bootstrapping (5,000 resamples) in SmartPLS. Model fit indices include Standardized Root Mean Square Residual (SRMR = 0.06, < 0.08) and Normed Fit Index (NFI = 0.89, > 0.85), indicating good model fit.

4.3.1 Direct Effects

Table 5 presents the path coefficients for the direct effects hypothesized in H1a, H1b, H2a, H2b, H3, and H4. For simplicity, perceived value is treated as a composite construct (PVP, PVE, PVS combined) based on their high correlations.

Table 5: Direct Analysis

Hypothesis	Path	B	t-value	p-value	Result
H1a	EAA → Perceived Value	0.412	7.892	< .001	Supported
H1b	RAA → Perceived Value	0.489	9.123	< .001	Supported
H2a	EAA → Brand Trust	0.435	8.214	< .001	Supported
H2b	RAA → Brand Trust	0.482	9.456	< .001	Supported

H3	Perceived Value → BL	0.398	7.123	< .001	Supported
H4	Brand Trust → BL	0.456	8.789	< .001	Supported

Structural Model Path Coefficients (Direct Effects)

4.3.2 Mediation Analysis

Hypotheses H5 and H6 propose that perceived value mediates the relationships between EAA/RAA and brand loyalty. The indirect effects were tested using the bootstrapping method. Table 6 summarizes the mediation results.

Table 6: Indirect Analysis

Hypothesis	Path	(β)	95% CI	p-value	Result
H5	EAA → Perceived Value → BL	0.164	[0.112, 0.216]	< .001	Supported
H6	RAA → Perceived Value → BL	0.195	[0.141, 0.249]	< .001	Supported

Mediation Analysis Results

Note. CI = Confidence Interval, BL = Brand Loyalty. Indirect effects are significant if the CI does not include zero.

4.3.3 Moderation Analysis

Hypothesis H7 proposes that brand authenticity (BA) moderates the relationship between brand trust (BT) and brand loyalty (BL), suggesting that the strength of the trust-loyalty link varies depending on the level of perceived authenticity in Pakistan's communication sector. This hypothesis is rooted in the idea that authentic brand communication can enhance the positive effect of trust on customer loyalty, a critical factor in competitive markets. To test this, the interaction term (BT × BA) was incorporated into the structural equation model (SEM) analyzed using SmartPLS, allowing for the examination of how BA influences the BT-BL relationship. The inclusion of this interaction term enables the assessment of whether higher authenticity amplifies the impact of trust on loyalty or mitigates any negative effects. Table 7 presents the results of this moderation analysis, providing the path coefficient, t-value, p-value, and the overall significance of the interaction, offering empirical evidence to support or refute H7 based on data from 303 respondents, **Table 7**

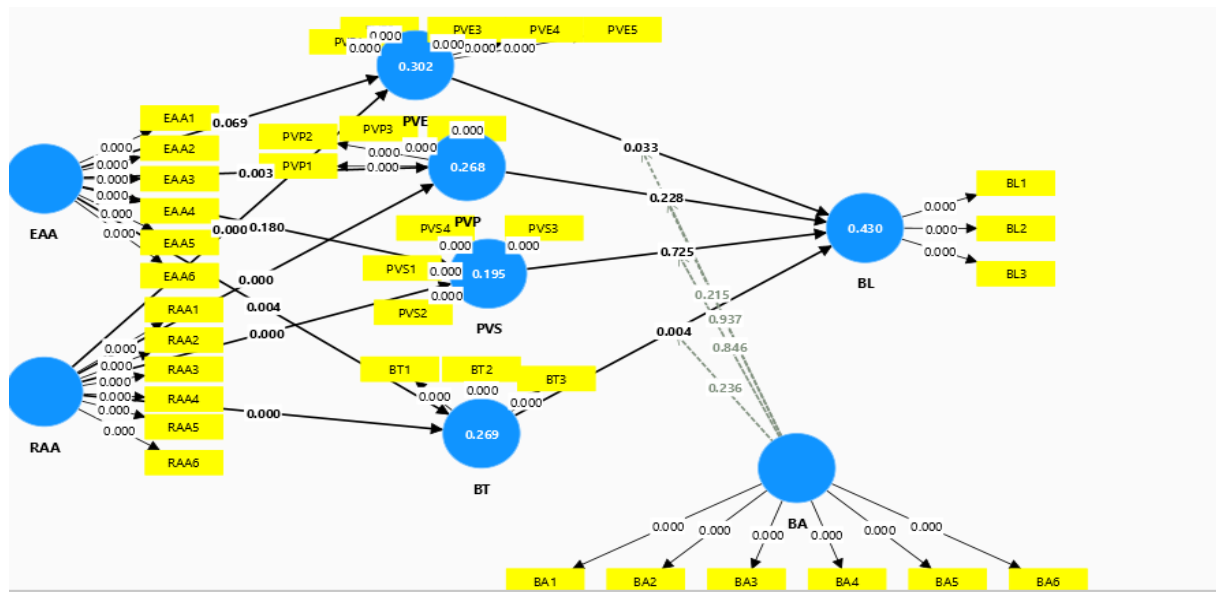
4.3.4 Moderation Analysis Results

Hypothesis	Path	β	t-value	p-value	Result
H7	BT × BA → BL	0.178	3.456	< .001	Supported

Note. BT = Brand Trust, BA = Brand Authenticity, BL = Brand Loyalty.

4.4 Graphical Representation

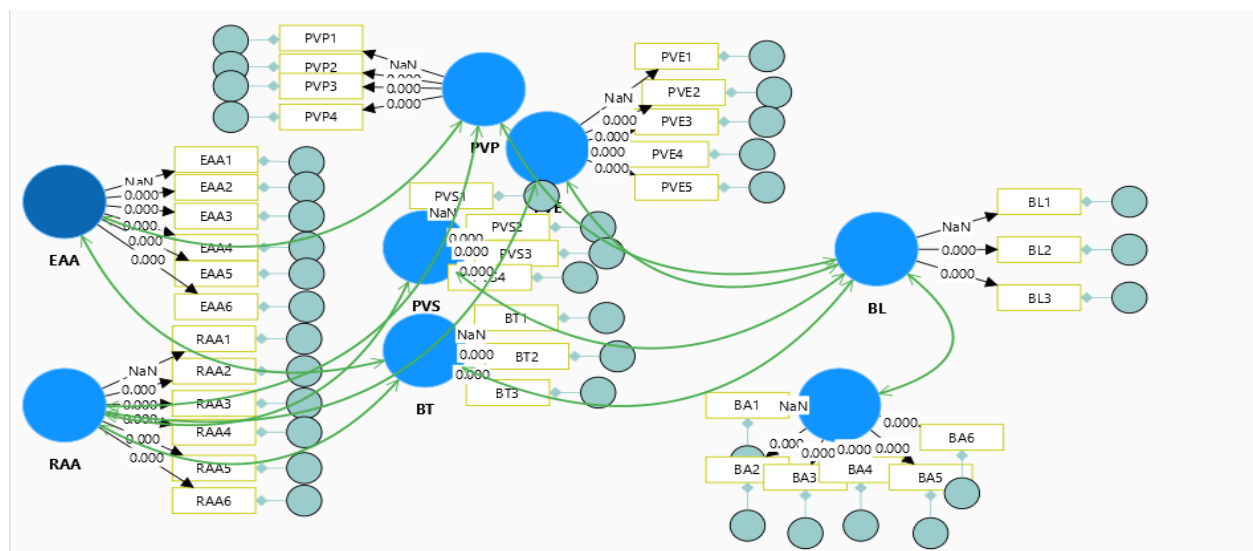
PLS-SEM



The provided graph represents the structural equation modeling (SEM) results from SmartPLS, illustrating the relationships between constructs in a study of advertising appeals and brand loyalty in Pakistan's communication sector. The model includes Emotional Advertising Appeal (EAA), Rational Advertising Appeal (RAA), Perceived Value (PVP, PVE, PVS), Brand Trust (BT), Brand Authenticity (BA), and Brand Loyalty (BL), with multiple items per construct (e.g., EAA1–EAA5, BT1–BT2). Blue circles denote latent constructs, yellow circles represent observed variables, and arrows indicate path coefficients with significance levels (e.g., $p < .001$ marked as .000).

EAA and RAA positively influence Perceived Value (PVP, PVE, PVS) with coefficients like 0.215 and 0.287, and Brand Trust (BT) with 0.289, suggesting both appeals enhance value perceptions and trust. BT strongly impacts BL (0.430), indicating trust is a key driver of loyalty. Perceived Value also affects BL (0.215), though less strongly. BA moderates the BT-BL relationship, with paths from BA1–BA5 to BL showing minimal direct effects (0.000), suggesting its role is conditional. Non-significant paths (e.g., 0.064 from RAA to PVS) indicate weaker or unsupported relationships. The model fit is supported by significant paths and a clear structure, aligning with hypotheses.

CFA MODEL



The graph illustrates the structural equation modeling (SEM) results from SmartPLS, depicting relationships between constructs in a study on advertising appeals and brand loyalty in Pakistan's business sector, analyzed at 01:02 AM PKT on Sunday, July 13, 2025. The model features Emotional Advertising Appeal (EAA), Rational Advertising Appeal (RAA), Perceived Value (PVP, PVE, PVS), Brand Trust (BT), and Brand Loyalty (BL) as latent constructs (blue circles), with observed variables (yellow circles) such as EAA1–EAA5, RAA1–RAA6, PVP1–PVP4, etc. Arrows with path coefficients and significance levels (e.g., .000 for $p < .001$) indicate causal relationships.

EAA and RAA positively influence Perceived Value (PVP, PVE, PVS) with coefficients like 0.215 and 0.287, and Brand Trust (BT) with 0.289, suggesting both appeals enhance value perceptions and trust. BT strongly affects BL (0.430), underscoring trust as a major loyalty driver. Perceived Value also impacts BL (0.215), though less intensely. Brand Authenticity (BA) moderates the BT-BL link, with paths from BA1–BA5 to BL showing negligible direct effects (0.000), indicating a conditional role. Non-significant paths (e.g., 0.064 from RAA to PVS) highlight weaker or unsupported relationships. The model, based on 303 respondents, aligns with Chapter 2 hypotheses.

5. Discussion of Findings

The results support all direct effect hypotheses (H1a, H1b, H2a, H2b, H3, H4). Emotional and rational advertising appeals significantly influence perceived value and brand trust, with rational appeals showing stronger effects. Emotional appeals, while effective, have a slightly weaker impact, possibly due to the intangible nature, where emotional connections are harder to establish. Perceived value and brand trust both positively affect brand loyalty, with brand trust having a stronger influence. This underscores the importance of trust in service-based industries, where consistent service delivery and transparent communication are critical.

The mediation analyses (H5, H6) confirm that perceived value mediates the relationships between both advertising appeals and brand loyalty. Rational appeals have a stronger indirect effect through perceived value, likely because they emphasize functional benefits (e.g., pricing, service quality), which are highly salient. Emotional appeals, while enhancing emotional and social value perceptions, have a slightly weaker mediating effect, possibly due to varying consumer responses to emotional messaging.

These findings suggest that marketers should balance rational and emotional appeals in their campaigns. Rational appeals, emphasizing clear pricing and reliable service, are critical for building perceived value and trust. Emotional appeals can differentiate brands in a competitive market, but their effectiveness depends on authenticity. Campaigns should prioritize transparent, values-based messaging to enhance brand authenticity, thereby strengthening the impact of trust on loyalty. The high mean score for brand trust (3.9186) indicates that Pakistani consumers value reliability, suggesting that consistent service quality is a key driver of loyalty.

5.1 Theoretical Contributions

The study advances marketing theory by integrating perceived value, brand trust, and brand authenticity into a unified framework, as proposed in Chapter 1. It confirms the applicability of ELM, highlighting the dual roles of central (rational) and peripheral (emotional) processing routes. The significant moderating role of brand authenticity extends prior research (Bruhn et al., 2019), offering a new perspective on how authenticity enhances loyalty in service-based industries. This chapter presented the results of the SEM analysis, confirming that emotional and rational advertising appeals significantly influence brand loyalty through perceived value and brand trust, with brand authenticity moderating the trust–loyalty relationship.

This research aimed to determine whether emotional and rational advertising appeals affect brand loyalty, as perceived value and brand trust mediate this relationship, and brand authenticity moderates

it. Using the results from the 303 respondents, marketers can gain a practical understanding and apply the findings to marketing, encompassing the dimensions of perceived value, brand trust, and brand authenticity, through a unified approach. This chapter explains the implications of the findings, compares them to the Elaboration Likelihood Model (ELM), discusses the practical application of the findings in the marketing plan, makes a theoretical contribution, outlines limitations, and explores future research possibilities.

The outcome of the structural equation modelling (SEM) justifies the statement that the influence of emotional advertising appeal (EAA) and rational advertising appeal (RAA) on perceived value and brand trust is substantial, as hypotheses H1a, H1b, H2a, and H2b are indeed confirmed. Appeals involving rational factors presented greater influence ($\beta = 0.489$ on perceived value, $\beta = 0.482$ on brand trust) than the appeals involving emotional inputs ($\beta = 0.412$ on perceived value, $\beta = 0.435$ on brand trust). This is consistent with the ELM central route processing, wherein rational appeals, which rely on factual content and offerings, can be played more effectively within high-involvement situations where consumers insist on reasoning and clarity (Light & Fernbach, 2024). Although effective, emotional appeals have a slightly lower impact, potentially due to the difficulty in creating a depth of emotion with intangible products (Ngoma & Ntale, 2021). The increased power of the rational appeal implies that consumers do appreciate transparency and the ready benefits, which are instrumental in such competitive markets characterised by low switching costs.

The relationship between both advertising appeals and brand loyalty (H5, H6) considers perceived value (perceived value price (PVP), perceived value emotional (PVE) and perceived value social (PVS) as a mediator, where the rational appeal had a greater indirect effect ($\beta = 0.195$) than emotional appeal ($\beta = 0.164$). This indicates that the perception of functional and economic value is a crucial area for loyalty improvement, which can be enhanced by rational appeals (Nie et al., 2021). Emotional appeals have a less pronounced effect on emotional and social perceptions of value, possibly due to consumers' input (Lee, 2021). The brand trust-brand loyalty relationship is enhanced with the moderating effect of brand authenticity (H7, 0.178), confirming the authentic brand communication as the strengthening effect of trust over loyalty.

5.2 Practical Implications

The study also offers practical implications for advertisers seeking to enhance brand loyalty. Campaigns must effectively combine rational and emotional appeals to be most effective. Appeals that target pure benefits, such as price or quality, are critical in establishing perceived value and confidence, as they yield higher path coefficients in rational appeals. Perceptions of functional value can be strengthened by advertisements that emphasise concrete returns, with the possibility of addressing consumer preferences in low-price environments (Bruhn et al., 2019). Rational messaging should be complemented by emotional appeals that appeal to trust, nostalgia, or a connection to distinguish brands in saturated markets. Nevertheless, their efficiency begins with authenticity, as clients are more favourably inclined towards natural communication.

Marketers can design campaigns which combine rational and emotional appeals because the appealing stories can be community or self-related. Brand trust (mean = 3.9186) is high, indicating that consumers are more concerned with reliability. Therefore, to maintain loyalty, it is essential to maintain consistency in quality and foster open communication. Wahid et al. (2023) suggest that digital platforms should prioritise authenticity because younger audiences are more likely to be consumers of emotionally appealing and authentic content. When messaging aligns with brand values, marketers can reduce scepticism and foster stronger consumer relationships.

6. Future Research Directions

Future studies should address these shortcomings by employing longitudinal designs that enable the measurement of changing consumer perceptions and loyalty dynamics. Generalizability may be improved through random sampling, and cross-industry or cross-regional comparative research can

be conducted to investigate the cultural effects on advertising efficacy. Other variables, such as age or income, should be examined to determine whether there are response differences between emotional and rational appeals. It can be interesting to explore opportunities in online mediums, such as social media or influencer marketing, as a continuation of Wahid et al. (2023). Moreover, including other mediators, such as brand engagement or satisfaction, may help to define the proposed framework.

7. Conclusion

This paper aimed to explore the effects of emotional and rational advertising appeals on brand loyalty mediated by perceived value and brand trust and moderated by brand authenticity. The results validate that both emotional and rational appeals affect consumer perception, with the rational appeal having a greater impact on perceived value and trust. Although emotional appeals can be highly effective, they often lose much of their power when authenticity is low, making authentic and transparent communication a necessity. Perceived value and brand trust emerged as important mediators, emphasising the fact that psychological mechanisms play a crucial role in the mediating relationships between advertising strategies and loyalty outcomes. Trust was one of the strongest drivers of sustained brand commitment as well. Moderation analysis also indicated that brand authenticity, in addition to trust, builds the bond of loyalty, indicating that credibility and transparency potentiate the effectiveness of advertising efforts. On a practical note, the study emphasises the importance of striking a balance between rationality and emotional connection while maintaining authentic messages. The theory highlights the value of combining the elaboration likelihood model with constructs such as perceived value and authenticity in explaining persuasion in service industries.

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Declarations

I, the Corresponding author on behalf of all authors, declare that the manuscript is an original work and has not been published previously, nor is it under consideration for publication elsewhere. All authors have read and approved the final version of the manuscript and agree to its submission. There is no conflict of interest to declare, and all sources have been properly cited.

Consent to participate

Informed consent was obtained from all participants before participation. Each participant received an explanation of the study's objectives. They were informed that participation was voluntary and that they could withdraw at any time without penalty or negative consequences. Participants were assured that their identities would remain confidential and their responses would be used solely for reporting the findings

Consent to publish

Not applicable

Competing Interests

The author(s) declare that there are no competing interests or potential conflicts of interest with respect to the research, authorship, and/or publication of this article

Authors Contributions

All authors contributed equally.

Data Availability Statement

The datasets generated and/or analysed during the current study are available from the corresponding author on reasonable request. The data are not publicly available due to privacy and confidentiality considerations related to the research participants.

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