

Advertising Appeals and Consumer Responses to Durable Goods: The Mediating Role of Perceived Value and Brand Liking in Bilaspur District

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Abstract

This paper explores the effects of emotional and rational advertising appeals on consumer reactions towards durables products and the stepwise functions of perceived value, brand liking, behaviour intention, and consumer loyalty. A face-to-face field survey of 200 consumers in the Bilaspur district of India was employed to collect data, and the data were analyzed using PLS-SEM. Results indicate that emotional and rational appeals of advertising have a strong impact on the perceived value, brand liking and behavioural intention. Perceived value has a positive effect on brand liking, which then enhances behavioural intention and consumer loyalty. Another critical predictor of loyalty is behavioral intention. Notably, the findings validate a sequential mediation effect such that the perceived value and brand liking together convey the impact of advertising appeals on behavioral intention and consumer loyalty. The research contributes to the literature of advertising and consumer behavior by confirming a multi-stage, cognitive-affective-behavioral process in the case of durable goods. In managerial terms, their results point to the necessity of combined advertising methods to create a balance between emotional appeal and rational value communication to achieve consumer loyalty in the long run.

Keywords: Advertising appeal, perceived value, brand liking, behavioral intention, consumer loyalty, durable goods

Introduction

Advertising has been traditionally viewed as a key persuasive tool that influences consumer cognition, affect, and behaviour most especially in the high involvement and long decision cycle markets like in the case of durable goods (Kotler and Keller, 1976; Blackwell et al., 2006; Engel et al., 2019). Purchases of durable goods are characterized by a higher level of financial risk, long durability of use, and increased information processing, which results in advertising appeals being particularly effective in organizing the perception of value, the formation of attitudes based on the brand, and the formation of future behavior intentions (Jobber, 2002; Solomon et al., 2019; Stankevich, 2017). Previous studies have shown that advertising cannot only serve as an informational delivery system, but it serves as a type of strategic impetus that can influence preferences, expectations, and loyalty based on not only rational judgments but also feelings (Adeolu et al., 2005; Egan, 2007; Moriarty et al., 2018; Oparaugo et al., 2020).

Advertising appeals have generally been categorized as rational or emotional in the literature. Utilitarian, cognitive processing, and deliberate evaluation features are associated with rational appeals, which show the importance of product performance, quality, price, and functional benefits (Kotler and Armstrong, 2008; Rajan, 2020; Lindauer

et al., 2020). Emotional appeals, conversely, are developed to cause emotional reactions, e.g. happiness, excitement, trust, or nostalgia, to reveal the influence on judgments due to affect-based heuristics and emotional conditioning (Holbrook and O Shaughnessy, 1984; Clore and Huntsinger, 2007; Sanches and Franco, 2016; Scarantino et al., 2022). There is some empirical data that emotional appeal can be significantly more powerful in terms of attitude formation and memory retention, whereas rational appeal is vital in terms of perceived credibility and justification of the purchase decision, especially when it comes to high-involvement products (Hussain et al., 2020; Casais and Pereira, 2021; Kranzbuhler et al., 2020). A significant body of the research also identifies perceived value as one of the mediating processes between advertising appeals and consumer reactions. Perceived value is an overall evaluation of the utility of a product by consumers as a result of the trade-off between perceived benefits and perceived costs, a value that is a combination of cognitive and affective judgment (Gajanova et al., 2020; Arslanagic-Kalajdzic et al., 2019). Advertising appeals interfere with perceived value by creating a perception of benefit, reducing uncertainty, and creating symbolic, experiential meanings with brands (Rauwers et al., 2018; Zollo et al., 2020; Xiong and Bharadwaj, 2013). However, research on different types of products has shown that an increased perceived value creates greater purchase motivation, positive behavioural reactions, and long-term loyalty consequences (Lee and Charles, 2021; Zhao et al., 2022; Hasan and Sohail, 2021).

Brand liking is closely related to perceived value, and it represents the affective commitment and favorable evaluative opinion that consumers exhibit to a brand. Brand liking is a result of repetitive exposure to persuasive messages and the desirable consumption-related associations, which is commonly supported by emotionally appealing advertisements (Rahman, 2018; Cartwright et al., 2016; Vargas-Bianchi and Mensa, 2020). According to the literature, brand liking represents an indispensable attitudinal intermediary between advertising stimuli and purchase intentions and can moderate not only the short-term purchase decision but also long-term loyalty and word of mouth (Hanaysha, 2022; Zollo et al., 2020; Fardi, 2021). Brand liking is especially consequential in the maintenance of consumerbrand relationship in the case of durable goods, where switching costs and brand trust are salient (De Mooij, 2019; Usunier, 2000).

Although the literature on advertising appeals globally, as well as within particular sectors, is wide-ranging, there are still significant gaps. To start with, empirical literature is focused, to a large extent, on FMCG, digital services, or the Western and metropolitan market, and the consumer of durable goods in emerging regional markets receives limited attention (Mohanty et al., 2021; Sharma et al., 2021; Lim et al., 2023). Second, the literature typically focuses on analyzing the advertising appeal but does not consider the sequential mediation effect of perceived value and brand liking on behavioral intentions and loyalty (Hussain et al., 2020; Zhao et al., 2022). Third, the heterogeneity of culture and region in developing economies such as India are under explored, although advertising performance and emotions processing are found to be contextual (De Mooij, 2019; Sinclair and Wilken, 2009; Wilhelms et al., 2009).

It is against this background that the current study will target durable goods consumers within Bilaspur district of Chhattisgarh, which is a developing regional market that is characterized by rising media penetration, brand proliferation, and building consumer aspirations. The study intends to provide a comprehensive explanatory framework by combining emotional and rational advertising appeals, perceived value, and brand liking as mediating constructs to determine the relationship between advertising communication and behavioral intention and consumer loyalty. As such, the main objective of the proposed study is to test the effects of advertising appeal on consumer reaction to durable products, and to determine how perceived value and brand liking can be used to mediate behavioral intentions and loyalty outcomes among the populations of the Bilaspur district.

Literature Review

Advertising constitutes one of the most influential elements of the marketing communication mix, shaping consumer perceptions, attitudes, and behavioral outcomes across product categories, particularly in durable goods markets characterized by high involvement, perceived risk, and extended decision-making processes (Engel et al., 1978; Blackwell et al., 2006; Kotler & Keller, 2016). Extensive literature suggests that advertising does not operate through a single linear mechanism; rather, its effectiveness depends on how consumers cognitively and

emotionally process advertising messages, evaluate value, develop brand-related affect, and translate these evaluations into behavioral intentions and long-term loyalty (Adeolu et al., 2005; Chukwu et al., 2019; Abebaw, 2021). Advertising appeal—commonly classified into emotional and rational appeals—plays a pivotal role in this process by influencing both affective and cognitive routes of persuasion (Holbrook & O’Shaughnessy, 1984; Kotler & Armstrong, 2008).

(a) Advertising Appeal and Perceived Value

Advertising appeals are construal structures that influence the way the consumer evaluates the benefits and sacrifices of the products. Emotional advertising appeals incorporate the use of affective cues, symbolic images, and storylines that arouse the following emotions like pleasure, excitement, trust, and reassurance and impact evaluative judgments (Holbrook and O’Shaughnessy, 1984; Cartwright et al., 2016). Research in psychology explains how emotions can be used to inform judgment by affecting attention and enhancing perceived benefits and that customers tend to give greater subjective preference to products connoting positive affect (Clore, 2011; Clore and Huntsinger, 2007). Empirical studies suggest that emotive advertisement increases the perceived value by reinforcing the experiential and symbolic advantages, especially in high-indulgence categories, like durable products (Mohanty et al., 2021; Wang et al., 2022). In comparison, rational advertising appeals also focus on factual details, functionality, and price-quality links, allowing purchasers to conduct conscious cognitive processing (Kotler and Armstrong, 2008; Lindauer et al., 2020). Previous research demonstrates that rational appeals decrease doubt, build trust, and establish utilitarian value perceptions, which are essential when buying durable goods (Haider and Shakib, 2018; Ketema, 2021). Emotional and rational appeals work together to create the perception of value because it considers both the affective reassurance and functional justification (Rajan, 2020; Fardi, 2021). Based on this, it is anticipated that advertising appeals will have a positive impact on perceived value.

H1: Advertising appeals (emotional and rational) have a significant positive effect on perceived value of durable goods.

(b) Advertising Appeals and Brand Liking

Brand liking is the affective assessment that consumers make about a brand and it is built by exposure to positive stimuli and positive brand-associated experiences (Vargas-Bianchi and Mensa, 2020). Emotional advertisement works directly to generate brand liking by extending the affect of the Ad to the brand, without the heavy processing that follows (Holbrook and O’Shaughnessy, 1984; Casais and Pereira, 2021). Empirical findings indicate that emotionally stimulating ads increase brand warmth, memorability, and affective attachment, which contribute to brand liking to a large extent (Cartwright et al., 2016; Zollo et al., 2020). Rational advertising appeals also add to brand liking by enhancing perception of credibility, competence, and reliability (Kotler and Armstrong, 2008; Moriarty et al., 2018). Informative, logically constructed advertisements enhance trust and confidence in the brand, which has a beneficial implication on affective brand judgments, especially when a durable good is considered, where utility performance is central (Giao et al., 2020; Sharma et al., 2021). Therefore, emotional and rational advertising appeals should influence brand liking positively.

H2: Advertising appeals (emotional and rational) have a significant positive effect on brand liking.

(c) Advertising Appeals and Behavioral Intention

Behavioral intention indicates the willingness of consumers to perform further activities like purchase, repurchase, and product recommendation (Stankevich, 2017). Advertising appeals operate on behavioral intention by operating upon attention, persuasion, and message acceptance, both via affective and cognitive processes (Hussain et al., 2020; Casais and Pereira, 2021). Affect-driven intentions are triggered through emotional appeals which create desire and approach motivation, whereas rational appeals assist in intention formation through rational justification of act (Lindauer et al., 2020; Rauwers et al., 2018). The presence of a direct positive correlation between the effectiveness of advertising appeal and purchase intention has been consistently mentioned in past

empirical studies related to different product categories including durable goods (Shaina, 2016; Shareef et al., 2019). Therefore, the advertisement appeals are likely to have a positive impact on the behavioral intention.

H3: Advertising appeals (emotional and rational) have a significant positive effect on behavioral intention.

(d) Perceived Value and Brand Liking

Perceived value indicates a general assessment of benefits in comparison to costs and is also a key antecedent of positive brand attitudes (Arslanagic-Kalajdzic et al., 2019). Perceived value results in satisfaction and positive affect that enhances emotional attachment and liking towards the brand (Gajanova et al., 2020; Azemi et al., 2022). It has been founded in empirical studies that high perceived value improves brand liking by strengthening positive consumption experiences and decreasing the impact of post-purchase dissonance (Rahman, 2018; Zollo et al., 2020). Perceived value is especially significant in the context of converting cognitive evaluation into the affective liking of a brand in the market of durables items, where the process of value realization occurs over a long duration of use (De Mooij, 2019; Lim et al., 2023).

H4: Perceived value has a significant positive effect on brand liking.

(e) Brand Liking and Behavioral Intention

Brand liking is a proximal attitudinal determinant of behavioral intention because it eases the decision-making process and promotes approach-oriented behaviors (Stankevich, 2017; Solomon et al., 2019). Liking a brand increases purchase intentions, brand recommendations, and positively influences consumers on marketing communications (KV et al., 2021; Farhan and Ina, 2023). According to previous studies, brand liking is particularly powerful in the situation involving durable goods, when emotional confidence will diminish hesitation and reinforce long-term buying commitments (Giao and Vuong, 2020; Sharma et al., 2021). Brand liking should hence have a positive effect on behavioral intention.

H5: Brand liking has a significant positive effect on behavioral intention.

(f) Brand Liking and Consumer Loyalty

Consumer loyalty describes a long-term dedication to a brand, which is reflected by repeat purchase and switching reluctance (Kotler and Keller, 2016). Brand liking develops loyalty through an emotional connection, trust, and relational commitment of this nature, which remain intact even after transactional interactions (Egan, 2007; Moriarty et al., 2018). The empirical evidence supports that attitudinal and behavioral loyalty of consumers who are fond of a brand is stronger in the competitive markets (Rahman, 2018; Zhao et al., 2022). Brand liking becomes especially important in long-term brand relationships in durable goods markets, where long-term loyalty depends on brand liking.

H6: Brand liking has a significant positive effect on consumer loyalty.

(g) Behavioral Intention and Consumer Loyalty

It is well known that behavioral intention has been seen as a direct predictor of consumer loyalty because intentions to repurchase and to recommend frequently are converted into their respective loyal behaviors (Stankevich, 2017; Kotler and Keller, 2016). Previous research proves that high behavioral intentions produce enduring loyalty results, such as repeat buying and word-of-mouth (Hasan and Sohail, 2021; Lee and Charles, 2021). Along these lines, it is hypothesized that behavioral intention exerts a positive impact on consumer loyalty in the markets of durable goods.

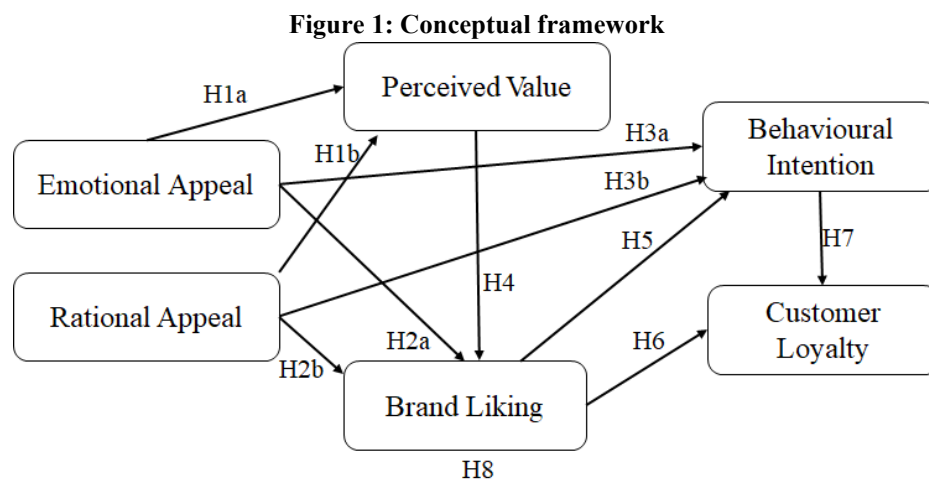
H7: Behavioral intention has a significant positive effect on consumer loyalty.

(h) Sequential Mediation of Perceived Value and Brand Liking

The process of advertising appeals does not have immediate effects; instead, it affects consumer behavior via intricate, multi-step psychological mechanisms. According to dual-processing theories, value perceptions are initially formed with the help of advertising and later directly impact affective brand evaluations and behavioral responses (Holbrook and O'Shaughnessy, 1984; Solomon et al., 2019). The evidence provided by empirical studies confirms the idea that the impact of advertisement on behavioral intention and loyalty is transmitted by perceived value and brand liking (Zollo et al., 2020; Zhao et al., 2022). Advertising appeals in the situation of durable goods are thus supposed to mediate the behavioral intention and loyalty indirectly and through the sequential process of perceived value and brand liking.

H8: Perceived value and brand liking sequentially mediate the relationship between advertising appeals and consumer behavioral intention and loyalty.

Based on the above hypothesis, following conceptual framework is developed:



Methodology

(a) Research Design and Data Collection

The research design was a cross-sectional, descriptive research design in which the researchers would undertake the empirical study of the relationships between advertising appeals, perceived value, brand liking, behavioral intention, and consumer loyalty within a context of the durable goods. The primary data were gathered by way of a field-based survey utilizing face to face interactions, which provided superior interaction with the respondents, understanding of questions, and increased respondent accuracy in comparison with self-administered internet surveys. A total of 200 consumers were sampled from Bilaspur city, who had either purchased or were seriously thinking of purchasing durable products in the recent past. The sample size is deemed to be sufficient to use multivariate analysis and structural equation modeling, especially in designs with multiple latent constructs and measures.

(b) Sampling Technique

The study used a convenience sampling method, as there were practical limitations in terms of time, availability, and the lack of a detailed sampling frame of durable goods consumers in the region being studied. The reason is that convenience sampling is common in consumer behavior and advertising research, particularly in exploratory and theory-testing studies within emerging and regional markets. In order to increase heterogeneity, the respondents were sampled at different places, including retail stores, residential and commercial areas in Bilaspur district, and they reflected diverse age brackets, income groups, and professions.

(c) Research Instrument

A structured questionnaire with two parts was used to collect data. The demographic part included data about gender, age, education, occupation, income, and type of durable goods purchased, and the second part measured the study constructs. A five-point Likert scale was used to evaluate all items (strongly disagree to strongly agree). Four items based on Holbrook and O'Shaughnessy (1984) and Casais and Pereira (2021) were used to measure Emotional Advertising Appeal (EA), which represents the affective and emotional reactions caused by advertisement. Rational Advertising Appeal (RA) included four questions based on the modification of Kotler and Armstrong (2008) and Lindauer et al. (2020) that address informational messages and logical appraisal of advertisements. Perceived Value (PV) was measured using four items modified by Arslanagic-Kalajdzic et al (2019) as the cumulative evaluation of value by consumers. Brand Liking (BL) was assessed using four questions based on Vargas-Bianchi and Mensa (2020), which showed affective brand evaluation. Behavioral Intention (BI) comprised four questions based on Stankevich (2017), assessing future purchase and recommendation intentions. Four items were modified by Kotler and Keller (2016) and Zhao et al. (2022), which were used to measure Consumer Loyalty (CL), and the item measures repeat purchase intention and resistance to switching.

(d) Minimization of Common Method Bias

Since data of all constructs were rated by one source, procedural remedies were used to reduce common method bias (CMB). To begin with, the respondents were assured confidentiality and anonymity, eliminating concerns of evaluation and social desirability bias. Second, constructs were psychologically differentiated in the questionnaire items by placing them in separate sections with strict guidelines that minimized the chances of respondents attributing causal meanings. Third, the emotional and rationally phrased items were applied between constructs to minimize response pattern biases. Also, in-person administration provided the researcher with the opportunity to maintain respondent responsiveness and understanding, which further minimizes random and systematic errors in response. These procedural methods correspond to best practices suggested in the behavioral and marketing research to reduce common method variance.

The methodology adopted was generally appropriate as it facilitated data quality, construct validity and contextual relevancy, and it was suitable in analyzing advertising-initiated consumer reactions within a regional durable goods market.

Data Analysis

(i) Measurement Model Evaluation

SmartPLS was utilized to evaluate the measurement and structural models with a 5,000 sub sample bootstrapping procedure, as recommended by PLS-SEM guidelines. Model fit was initially investigated to ascertain the sufficiency of the suggested framework and then to reliability and validity tests. The saturated model (0.050) and the estimated model (0.051) both had a value of Standardized Root Mean Square Residual (SRMR) values below the recommended value of 0.08, signifying a good model fit. Moreover, the Normed Fit Index (NFI) of 0.855 (saturated) and 0.854 (estimated) values indicate a satisfactory incremental fit. The comparatively small divergence of the saturated model (471.956) and the estimated (474.579) model also confirms the stability and adequacy of the model.

Table 1: Model Fit Indices

Index	Saturated Model	Estimated Model
SRMR	0.050	0.051
d_ ULS	0.751	0.776
d_ G	0.415	0.419
Chi-square	471.956	474.579
NFI	0.855	0.854

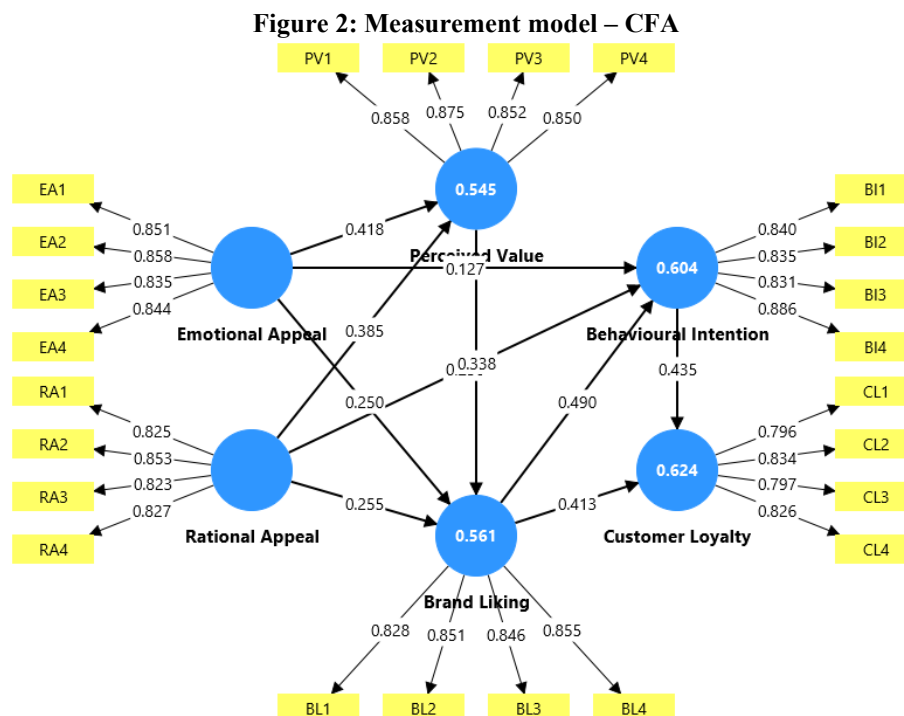
On the whole, such indexes indicate that the offered measurement model is suitable and fits the observed data reasonably well, which is why it is appropriate to continue the assessment.

(a) Construct Reliability and Convergent Validity

Cronbach alpha, composite reliability (ra and rc) and average variance extracted (AVE) were used to assess construct reliability and convergent validity. According to Table 2, Cronbach alpha values were in the range of 0.830 to 0.881 which is greater than the minimum acceptable value of 0.70 thus proving internal consistency. Composite reliability (rc) scores were in the range of 0.887 to 0.918, which sets high estimate of construct reliability. Moreover, the AVE values of all constructs fell over and above the suggested cutoff of 0.50, and the ranges were 0.662 to 0.738, indicating a high level of convergent validity. All these points suggest that the constructs are reliable and valid measures of the latent variables.

Table 2: Construct Reliability and Convergent Validity

Construct	Cronbach's Alpha	CR (ra)	CR (rc)	AVE
Behavioural Intention	0.870	0.872	0.911	0.720
Brand Liking	0.866	0.867	0.909	0.714
Customer Loyalty	0.830	0.830	0.887	0.662
Emotional Appeal	0.869	0.870	0.910	0.717
Perceived Value	0.881	0.882	0.918	0.738
Rational Appeal	0.852	0.854	0.900	0.692



(b) Indicator Reliability

Outer loadings were used to determine indicator reliability. The indicator loadings were all found to be significant and well above the standard cutoff value of 0.70 with a range of 0.796-0.886. This affirms that all items are satisfactory measures of the constructs. There was no need to delete any item since all indicators had high loadings.

Table 3: Outer Loadings

Construct	Items	Loading Range
Behavioural Intention	BI1–BI4	0.831–0.886
Brand Liking	BL1–BL4	0.828–0.855
Customer Loyalty	CL1–CL4	0.796–0.834
Emotional Appeal	EA1–EA4	0.835–0.858
Perceived Value	PV1–PV4	0.850–0.875
Rational Appeal	RA1–RA4	0.823–0.853

(c) Discriminant Validity

Fornell-Larcker criterion was used to determine discriminant validity. Table 4 indicates that square root of AVE of each construct (diagonal values) is larger than the inter-construct correlations. This explains the fact that the variance of each construct correlates with its own indicators more than with other constructs in the model, hence, creating sufficient discriminant validity.

Table 4: Discriminant Validity – Fornell–Larcker Criterion

Construct	BI	BL	CL	EA	PV	RA
Behavioural Intention	0.848					
Brand Liking	0.737	0.845				
Customer Loyalty	0.739	0.733	0.814			
Emotional Appeal	0.621	0.657	0.538	0.847		
Perceived Value	0.583	0.680	0.567	0.684	0.859	
Rational Appeal	0.658	0.655	0.606	0.691	0.674	0.832

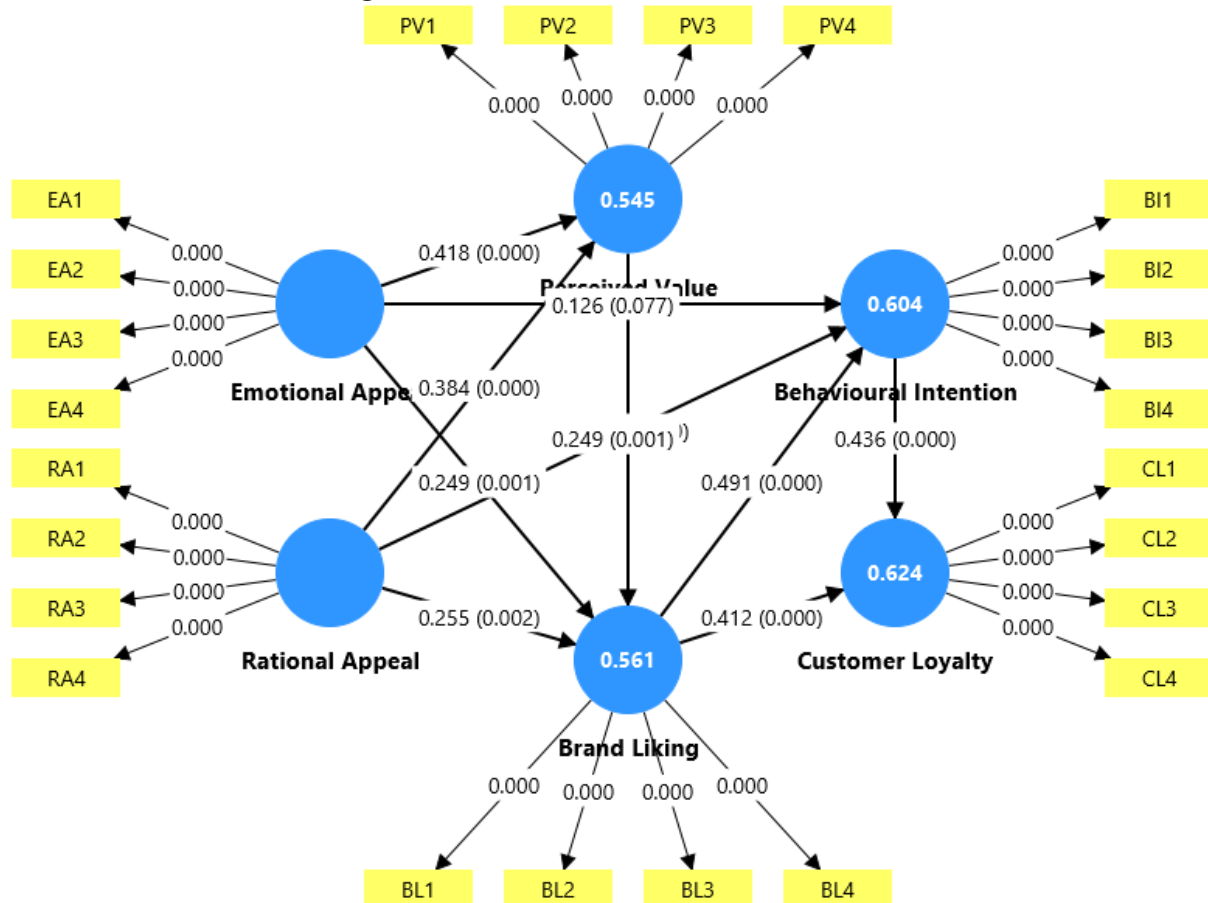
(ii) Structural Model Evaluation**(a) Path Coefficients and Hypothesis Testing**

A bootstrapping resample of 5,000 was used to test the structural model. The findings demonstrate that the majority of the hypothesized relationships are statistically significant and positive. Both emotional and rational advertising appeals play important roles in perceived value and brand liking. The direct influence on behavioural intention is more apparent in rational appeal, whereas emotional appeal impacts behavioural intention mainly through the mediation process. Brand liking proved to be a relevant predictor of behavioural intent ($\beta = 0.491$, $p < 0.001$) and customer loyalty ($\beta = 0.412$, $p < 0.001$). The behavioural intention is also a determinant that is significantly related to customer loyalty ($\beta = 0.436$, $p < 0.001$), which validates its key role in transforming attitudinal responses into long-term relational performance.

Table 5: Path Coefficients and Hypothesis Testing

Path	$\beta(O)$	t-value	p-value	Result
Emotional Appeal → Perceived Value	0.418	6.000	0.000	Supported
Rational Appeal → Perceived Value	0.384	5.953	0.000	Supported
Emotional Appeal → Brand Liking	0.249	3.239	0.001	Supported
Rational Appeal → Brand Liking	0.255	3.110	0.002	Supported
Brand Liking → Behavioural Intention	0.491	7.133	0.000	Supported
Behavioural Intention → Customer Loyalty	0.436	6.484	0.000	Supported
Brand Liking → Customer Loyalty	0.412	6.186	0.000	Supported

Figure 3: Structural model measurement – SEM



(b) Coefficient of Determination (R²)

The model presents moderate to substantial explanatory power. Behavioural intention (R² = 0.604) and customer loyalty (R² = 0.624) exhibit large variance due to their predictors. On the same note, perceived value (R² = 0.545) and brand liking (R² = 0.561) show high predictive strength, which adds to the strength of the suggested framework.

Table 6: Coefficient of Determination (R²)

Construct	R ²	R ² Adjusted
Behavioural Intention	0.604	0.598
Brand Liking	0.561	0.554
Customer Loyalty	0.624	0.620
Perceived Value	0.545	0.540

(c) Mediation Analysis

The mediation analysis establishes the existence of sequential and complementary mediation effects. The advertising appeals and behavioural intention and customer loyalty are sequentially mediated by perceived value, brand liking. The ability of both emotional and rational appeals to have significant indirect influences on advertising performance using these psychological mechanisms suggests that advertising success is largely powered by value creation as well as affective brand reactions rather than persuasion in isolation.

Table 7: Mediation Effect Summary

Indirect Path	β	t-value	p-value	Mediation Type
EA → PV → BL → BI	0.069	3.426	0.001	Sequential
EA → PV → BL → BI → CL	0.030	3.155	0.002	Sequential
RA → PV → BL → BI	0.064	3.169	0.002	Sequential
BL → BI → CL	0.214	5.574	0.000	Partial

Overall, the results offer good empirical evidence of the supported model and it is illustrated that the advertising appeals do affect consumer loyalty in terms of perceived value, brand liking and behavioural intention. The robustness of the theoretical foundation and practical application of the framework is supported by the high explanatory power and constant mediation effects to explain consumer response to advertising in the context of durable goods.

Discussion

This research aimed at investigating the influence of emotional and rational advertising appeals on consumer reactions to durable products in terms of perceived value, brand liking, behavioural intention, and consumer loyalty. The results of the current study to a large extent concur with, but have a significant extensional content on, the current body of literature on advertising and consumer behaviour by empirically confirming a sequential cognitive-affective-behavioral process. The strong positive impact of emotional and rational advertising appeals on the perceived value (H1) aligns with earlier research, which views advertising as a form of value-creation indicator instead of a persuasive instrument (Holbrook and O'Shaughnessy, 1984; Kotler and Armstrong, 2008). Previous studies indicate that emotional appeals help to raise the experiential and symbolic value by evoking an affective reaction and that rational appeals help to increase the utilitarian and functional assessment by lowering perceived risk and uncertainty (Casais and Pereira, 2021; Lindauer et al., 2020). The current results support this dual-pathway view and also indicate that even within the framework of durable goods markets, where functional evaluation is paramount, the role of emotional resonance in shaping consumer values perception is substantial, which helps to argue that the issue of value is multi-dimensional in nature (Arslanagic-Kalajdzic et al., 2019).

The findings also affirm that advertising appeals have a strong positive influence on brand liking (H2), which can be linked to previous findings that both affective stimulation and informational clarity contribute to the development of positive emotions related to the brand (Vargas-Bianchi and Mensa, 2020). Affect transfer has traditionally been correlated with emotional appeals, whereby the same positive emotions evoked by ads are attributed to the brand itself (Holbrook and O'Shaughnessy, 1984). At the same time, rational appeals improve

brand liking because they help to strengthen the perceptions of credibility and competence, especially in high-involvement products (Kotler & Armstrong, 2008). The current study builds on past studies where emotional appeals were favored over rational appeals in determining brand affections, by showing how both forms of appeals have a strong impact on brand affections.

Advertising appeals were also observed to positively drive behavioural intention (H3) with the effects of emotional appeal being rather less direct. This result somewhat contradicts other research that claims that emotional appeals prevail in intention formation (Casais & Pereira, 2021), but it is consistent with the findings of the research indicating that rational appeals are more likely to influence intention-based decisions based on durable goods, as it concerns performance, reliability, and long-term utility (Lindauer et al., 2020; Stankevich, 2017). The reduced direct influence of emotional appeal implies that in high-involvement situations, emotions might be more effective via indirect influences instead of direct motivators of behavior. The significant positive relationship between brand liking and the perceived value (H4) confirms the previous research indicating that value perceptions are antecedent and determinant of affective brand evaluation (Arslanagic-Kalajdzic et al., 2019). Previous research holds that customers will form positive attitudes towards brands that continually produce high value in proportion to price, effort, and risk (Kotler and Keller, 2016). The current results support this cognitive-first sequence especially where the durable goods market is concerned where the realization of value happens over prolonged periods of use hence the enhanced attachment by the affective process over a long period.

Brand liking was found to be a powerful predictor of behavioural intention (H5), which is in line with theories of affect-based decision-making suggesting that liking serves as a heuristic that simplifies the process of making purchase decisions (Vargas-Bianchi and Mensa, 2020; Stankevich, 2017). This observation is consistent with earlier research which showed that consumers prefer buying, referring, and interacting with brands that they like despite looking to other brands that have similar functional advantages. The strength of this relationship highlights the role of brand liking as a driving force that translates evaluations created because of the advertising into planned behaviour. Moreover, brand liking positively influences consumer loyalty (H6) which conforms with the relationship marketing literature, which accentuates emotional attachment as a source of long-term loyalty (Kotler and Keller, 2016). Based on the previous studies, brand liking fortifies switching resistance and creates relational commitment in addition to transactional satisfaction (Zhao et al., 2022). The current evidence supports this previous knowledge by empirically supporting the relationship between brand liking and loyalty as a direct antecedent in the context of durable goods.

Consumer loyalty was also identified to be significantly influenced by the behavioural intention (H7) supporting the intention-behaviour consistency framework expressed in consumer psychology and marketing literature (Stankevich, 2017). Although certain researches also indicate intention gaps as a result of situational limitations, the present findings indicate that under the influence of high value-perception and brand effect, intentions can easily translate into loyal behaviour when they are laid (Kotler and Keller, 2016). Above all, the research offers solid support to the sequential mediating position of perceived value and brand liking in the relations between advertisement appeals and both behavioural intention and consumer loyalty (H8). This result confirms previous studies that generally observed these mediators separately. As per the value-attitude-behaviour hierarchies, the findings reveal that advertising appeals intermediately influence value perceptions, which in turn create brand liking, and eventually result in intention and commitment (Holbrook and Oshaughnessy, 1984; Arslanagic-Kalajdzic et al., 2019). The sequential pathway, as empirically proven in the study, illuminates contradictions in previous findings and provides a more integrative comprehension of how advertising works.

Altogether, the results confirm previous theories and promote the body of advertising and branding research by illustrating that emotional appeal and rational appeal work synergistically in the form of cognitive and affective processes. This research identifies perceived value and brand liking as key transmission processes that translate advertisement stimuli into behavioural and loyalty outcomes that are sustainable and thus provides both theoretical enrichment and clarity.

Implications

The study has the following major implications for the researchers and marketers:

(a) Theoretical Implications

The paper presents a number of valuable theoretical contributions to the literature of advertising and consumer behavior. First, it contributes to development of advertising appeal theory by providing an empirical evidence that emotional and rational appeals do not compete with each other when used in durable goods markets. Although previous researchers tended to assume that these appeals are used as alternatives influenced by the context, the current results prove that dual-route complementary mechanism affects value perceptions, brand affect, and outcomes of behaviour.

Second, the research expands the value-attitude-behavior models by confirming the sequential nature of mediation where perceived value plays a role in brand liking, which subsequently results in behavioral intention and consumer loyalty. This explains theoretical uncertainties on previous studies which isolated perceptions of value and brand liking. The study empirically demonstrates a programmatic link among persuasion theory, affect transfer theory, and relationship marketing literature by laying down a hypothesized pathway of cognitive-affective processes.

Lastly, the results enhance the loyalty theory by characterizing brand liking as a focal affective construct that mediates short-term behavioral intention and long-term loyalty especially in product categories that have high involvement like durable goods.

(b) Practical Implications

Managerially, the results indicate a recommendation that marketers embrace both-sided approach of advertising that encompasses both emotional appeal and rational appeal. Experiential value and emotional reassurance should be promoted using emotional appeals, whereas functional credibility and performance justification should be strengthened through rational appeals, in particular at the stage of intention-formation. The mediating values of the perceived value and brand liking are strong, which implies that the effectiveness of advertising cannot be considered in terms of sales reaction only. Value communication and affective brand-building should be included among the strategic priorities of managers; they should understand their downstream influence on loyalty. Marketers of durable goods should focus on long-term value propositions and brand liking by using consistent messaging, which builds their customer retention and minimizes switching behavior. Also, the findings indicate that advertising indirectly influences loyalty via psychological processes and it is necessary to use integrated marketing communications in order to bring the advertising content into consistency with branding and relationship-building programs.

Conclusion

The current research involved the effects of emotional appeal and rational appeal in advertising messages on consumer reaction to durable products in terms of perceived value, brand liking, behavioral intention, and consumer loyalty. With PLS-SEM, it was established that the advertising appeals actually affect consumer outcomes based on multi-stage cognitive-affective-behavioral processes but not merely through direct effects. The results show that perceived value and brand liking are instrumental sequential factors in converting advertising stimuli to behavior intention and long-term loyalty. Through the combination of advertising appeal theory and the value and relationship-based approaches, the study provides a solid explanation of the role of advertising in maintaining sustainable consumer relationship in durable goods markets.

The study, although making its contributions, provides some avenues to future research. To begin with, subsequent research can use the probability sampling or longitudinal technique to increase the level of generalizability and investigate how consumer behavior evolves over time. Second, addressing the model further to include other psychological constructs like brand trust, involvement or perceived risk might develop further understanding of the effectiveness of advertising. Third, the comparative research of products or areas can assist in determining the

contextual strength of the presented framework. Lastly, the moderating influence of demographic or cultural variables may be investigated in future studies to gain a deeper insight on how various consumer groups process emotional and rational advertising appeals.

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