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Impact of Visual Emotional Advertising on Saudi Consumer Behavior Towards Shopping Goods in the Kingdom

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Abstract

The current study aims to assess the impact of visual emotional advertising on Saudi consumer behavior regarding shopping goods in the Kingdom. The main objective encompasses three sub-goals focused on evaluating the effects of visual emotional advertising on consumer awareness, purchase decisions, and loyalty toward shopping goods in the Kingdom. The study population includes all Saudi consumers of shopping goods on the X platform, totaling 16.84 million people, or 45.3% of the projected population for 2024. A judgmental sampling method was used, with a minimum sample size set at 385 individuals, which was later increased to 600. The data collection tool was a fully structured questionnaire distributed via Google Drive, and all distributed questionnaires were successfully retrieved for final analysis. The study utilized a five-point Likert scale to measure the independent variable (visual emotional advertising) and the dependent variable (consumer behavior). The findings revealed that the application level of visual emotional advertising in shopping goods stores is moderate, as is the behavior of Saudi consumers towards these goods. Notably, the study found a highly positive impact of visual emotional advertising on Saudi consumer behavior regarding shopping goods. At the sub-hypothesis level, there is a significant positive effect of visual emotional advertising on all components of consumer behavior: awareness, purchasing decisions, and loyalty. The study concludes with several recommendations aimed at enhancing the implementation of visual emotional advertising within the Saudi business environment, particularly in shopping goods stores.

Keywords: Visual advertising, Emotional Advertising, Consumer Behavior, Shopping Goods, KSA.

Introduction

The video is considered a highly effective tool for content delivery. It offers an attractive format and versatile content that realistically portrays various situations, making it easy to share across multiple social media platforms (Farsangi, 2021). Additionally, the rapid advancement of information and communication technologies, along with the proliferation of the Internet, has transformed smartphone technology and paved the way for video marketing as a distinct area of marketing. Video marketing has become a crucial component of corporate marketing strategies and has gained popularity among consumers due to its significant influence on their behaviors and attitudes (ThinkwithGoogle, 2020).

In competitive markets, brands understand that simply emphasizing the advantages of their goods and services is no longer sufficient to attract target audiences and maintain existing customer relationships (Panchavarnam, 2024). As a result, it is essential for brands to develop communication strategies that account for recent trends impacting consumer behavior, enhance

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brand awareness, facilitate product innovation, and improve sales levels (Kopp & Esteves, 2021). Traditionally, brands have recognized that conventional methods of customer communication present various challenges that diminish their effectiveness (Garg & Farooqi, 2018).

In this context, the growing significance of emotional needs has emerged in marketing, serving as a foundation for successful communication and reinforcing the core values that guide enterprises (Rytel, 2010). Emotional and psychological factors significantly influence personal purchasing decisions. Without appealing to emotions, businesses struggle to attract customers and sell their products (Mai & Vu, 2015). Emotional-based communication connects products and distribution systems to personal narratives, fostering engagement and involvement with the products (Kamran & Siddiqui, 2019). By understanding consumers' needs and desires and engaging them through feelings and sensations, businesses can cultivate stronger and longer-lasting relationships with their customers (Panchavarnam, 2024). Emotions can transform challenging moments into uplifting experiences (Septianto et al., 2020), encompassing behavioral responses, significant outcomes, physiological interactions, and subjective experiences (Desmet, 2003; Zafar & Younis, 2020).

Holbrook and Hirschman (1982) pioneered the integration of emotions into cognitive theory, laying the groundwork for emotional cognitive behavioral theory. They emphasized the critical role emotions play in the marketing landscape and their impact on consumers, where participation and perception translate into loyalty (Holt, 2006). Marketing can effectively leverage emotions to connect with customers on a deeper level, fostering relationships. Emotional marketing strategies can evoke a range of feelings, from positive emotions such as happiness and excitement to negative ones like fear and guilt (Verma, 2023). The goal of emotional marketing is to create unique and meaningful experiences for consumers, linking them to the brand (Ali et al., 2024). It aims to instill a sense of excellence and empowerment, portraying products as essential for achieving a desired lifestyle or level of well-being. This approach leverages consumers' emotions and desires to forge a strong connection between their feelings and the products (Verma, 2023).

Research has shown that emotional marketing positively influences brand loyalty and customer engagement (Pathirana et al., 2023; Preece & Shucksmith, 2015). Emotional messages can increase consumers' willingness to pay more for products, encourage repeat purchases, build trust, and foster brand loyalty while promoting feelings of trustworthiness and reliability (Laroche et al., 2013). Through emotional marketing, businesses can create meaningful connections by addressing customers' needs, interests, and feelings. This enhances emotional connections and customer engagement, making consumers feel cared for by the brand, which ultimately leads to increased emotional recognition and brand loyalty. Today, the primary factor influencing product sales is the emotional connection consumers establish with the brand and the emotions that products or services convey (Deshwal, 2015).

Finally, the urgent need to connect with others in our natural environment highlights emotional marketing as an essential area of research in competitive spaces. Emotional communication is one of the most important factors that contribute to successful advertising and a positive customer impression. As a result, memorable progress creates a strong and lasting impact on customers, emphasizing the necessity of a compelling emotional component in advertising messages. This underlines the value of emotions and their application across various brands (Kaushi et al., 2024). Charles Darwin noted that the significance and role of emotions in

communication have evolved significantly over time, which has greatly influenced product marketing, customer satisfaction, and retention (Mandina et al., 2014).

Research Objectives:

The main objective of the study is to measure the impact of visual emotional advertising on the behavior of the Saudi consumer towards shopping goods in the Kingdom.

- A. Measuring the impact of visual emotional advertising on the awareness of shopping goods in the Kingdom?
- B. Measuring the impact of visual emotional advertising on the decision to buy shopping goods in the Kingdom?
- C. Measuring the impact of visual emotional advertising on loyalty to shopping goods in the Kingdom?

Research Significance:

A. This study emphasizes the significance of its theoretical frameworks related to a crucial communication tool that has proven to be very effective in various competitive marketing environments. One of the main justifications for this study is its focus on enriching the field of communication by connecting it with emotions.

B. The study aims to enhance the perceptions and understanding of marketing decision-makers in different stores across the Kingdom, particularly those selling consumer goods such as furniture, electrical appliances, and clothing, which heavily rely on human interaction. Consequently, this study provides valuable insights into emotions and their relationship with consumer behavior. In this context, several recommendations will be proposed to improve the use of emotions in marketing communication strategies in the Kingdom of Saudi Arabia.

Literature Review:

Video Marketing: Definition and Importance

Video marketing involves using videos to promote and market products, enhancing engagement across digital and social channels. It serves to educate consumers and reach the public through a new medium (Collins & Conley, 2020). The video format is an effective tool for emotional marketing (Costa-Sánchez, 2017). Platforms like Vedej have enabled companies to tap into consumers' emotions and address their needs (Sedej, 2019). Successful social media platforms employ various types of videos, and marketing strategies increasingly aim to integrate video content (Dental Abstracts, 2020). Video marketing is essential for quickly reaching the public, and social media, along with modern mobile technologies, has brought a significant transformation in how video-based content is created and shared, exemplified by platforms like YouTube (Chaffey, 2020). The democratization of media production is a hallmark of video marketing, blending business with the delivery of entertaining and informative content at a low cost (Farsangi, 2021). This approach not only provides access to a competitive market but also encourages the use of creative skills and innovative ideas (Finkler & Leon, 2019).

Recent information suggests that videos have become increasingly prevalent over the past few years, overtaking text as the preferred medium for communication. The written word seems to be becoming a thing of the past, giving way to images and video on digital platforms. Video has emerged as one of the most effective ways to tell stories and share information (Farsangi, 2021).

According to Wyzowl (2021), humorous video marketing significantly enhances information retention, and its usage among companies has increased by 41%. This rise indicates that video marketing offers the best return on investment compared to other communication tools (HubSpot, 2024). Consequently, it has become a leading marketing tactic, distinguished as a unique approach in a comprehensive and mature business strategy (Collins & Conley, 2020). Moreover, video marketing is not confined to business-to-consumer (B2C) contexts; it also plays a crucial role in business-to-business (B2B) marketing. Companies have reported that humorous video marketing has led to a 41% increase in sales (MarketingCharts, 2020). Additionally, research indicates that consumers prefer humorous video content over other types (Block, 2021).

Videos have become an effective way to showcase products, particularly in the B2B sector. Traditional communication methods are fading, and companies are adapting their strategies to better showcase their offerings and engage with customers throughout the entire customer life cycle. This includes attracting, converting, and delighting customers (Patel, 2019). The use of video has proven to be highly effective and efficient in conveying communication messages (Block, 2021). Videos facilitate ease of access, quick sharing, and active participation via social media platforms (Costa-Sánchez, 2017). Due to Vedo's innovative marketing techniques, 80% of consumers can recall video advertising (Patel, 2019). Additionally, people are twice as likely to share video content (Wyzowl, 2021), enabling easy access to brands and large companies at minimal cost (Sedej, 2019).

Video marketing offers a unique opportunity to evoke emotions through visuals that are broadcasted. Research by Finkler and Leon (2019) shows that humorous messages can significantly influence an individual's beliefs, attitudes, and behaviors. Video serves as an engaging and interactive medium that goes beyond merely watching moving images on a screen (Mowat, 2018). In a content marketing strategy, video marketing plays a crucial role by delivering messages more effectively than other formats. It enhances flexibility and engagement, helps viewers remember the message, and aligns well with search engine optimization (Joshi, 2017). For instance, web pages that include relevant video content have a 50% higher chance of ranking on the first page of Google search results (Wyzowl, 2021). Miller (2011) identified three core objectives of video content in marketing: media, entertainment, and education. Unlike traditional advertising through mediums like radio or television, video content allows audiences to connect more closely with the messages from companies and brands. This connection can be beneficial to consumers' personal or professional lives (Costa-Sánchez, 2017).

Emotional Advertising:

Emotions serve as one of the most significant languages in the world, representing the physiological states associated with various feelings, as well as internal (physical) or external (social) ideas and behaviors. Emotion is a process that involves stimuli that allow for cognitive assessment, enabling individuals to form unique emotional experiences (Domenico, 2010). In this context, a modern approach to marketing has emerged, focusing on building an emotional connection between companies and consumers. This connection links the company's values to consumer needs, reflecting a new symbolic aspect of consumer culture (Rytel, 2010). Emotional marketing is a strategy that aims to forge a deep emotional bond between a brand and its customers (Kaushik et al., 2024). This approach prioritizes the feelings, desires, and aspirations of the target audience over the material benefits of the product (Khuong & Tram, 2015). Emotional marketing utilizes various emotional stimuli, such as nostalgia, humor, fear, or love, to create a meaningful relationship between the brand and its customers (Verma, 2023).

Furthermore, this new approach is centered on managing the emotional relationship between the company and the consumer, facilitating meaningful exchanges. It emphasizes that nurturing these emotional connections serves as a motivation for transactions and helps to avoid unconventional options based solely on irrational features when evaluating products (Rytel, 2010). Sharma et al., (2022) noted that emotion-based marketing involves companies striving to establish a deep emotional relationship during product exchanges. Thus, emotional marketing forms a logical link when assessing consumer purchasing and communication behaviors (He et al., 2016).

Emotional Advertising refers to the ability to communicate and convey specific messages using various techniques that evoke emotions and feelings (Domenico, 2010). By connecting communication and marketing messages, emotions capture customers' feelings and memories during the purchasing process. This approach encourages consumers to engage with brands on a deeper level by eliciting emotions such as happiness, sadness, anger, and fear to stimulate responses and interactions (Deshwal, 2015). Emotional advertising employs different techniques to provoke feelings and convey its messages effectively (Drugău-Constantin, 2018). Its primary focus is on satisfying customers' psychological desires, helping them to feel smart, beautiful, and confident, which enhances their sense of self-esteem (Babaei et al., 2017).

However, emotional advertising can also highlight negative feelings, such as fear, sadness, or panic associated with certain products (e.g., cigarettes), which may influence purchase decisions and repeat buying behavior. The essence of emotional advertising lies in establishing connections and emotional relationships with consumers, promoting the brand alongside its material benefits, and generating feelings toward products to enhance brand visibility (Babaei et al., 2017). Emotion acts as a key communication point with customers (Mandina et al., 2014) and plays a significant role in shaping the brand based on customer emotions through advertising (Gobe, 2010). Research shows that individual decisions are often driven by "emotions and feelings." Psychologists have found that emotional responses typically precede cognitive processing; when humans receive sensory information, it is directed to the emotional part of the brain, which functions much faster than the cognitive part (Izard, 2013). The importance of this emotional process increases when individuals are unaware of it, which lies at the heart of emotional marketing and authentic human feelings (Majumdar, 2012). Ultimately, emotional advertising supports purchasing decisions that are influenced more by emotions than by product attributes. It leverages consumers' feelings, aspirations, and profound desires to evoke emotions such as joy, fear, nostalgia, or excitement, enabling brands to create unique personal experiences. In digital era, consumers seek authenticity and human connection with brands. As a result, emotional advertising utilizes social media platforms and digital applications to facilitate story sharing, personal interactions, and the formation of communities centered on shared values and emotions (Panchavarnam, 2024).

The Importance of Emotions in Visual Advertising:

Emotions have a significant impact on customer experience (Rageh et al., 2011). Positive emotions can lead to favorable consumer behaviors, while negative emotions do not necessarily produce negative outcomes (Hashem et al., 2020). A study by Wong and Shoal (2006) noted that increased customer satisfaction often results in more frequent visits to stores (Frasquet et al., 2017). Swinyard (1993) found that mood significantly influences consumer experiences, creating emotional connections that provide both semantic and symbolic meanings, ultimately justifying premium pricing (Berry & Carbone, 2007). In this context, emotional marketing serves

as a strategy employed by companies to engage consumers through social media, organize events designed to capture attention, shift purchasing intentions, and develop emotional connections with their brands (Otamendi & Martín, 2020). Holt (2006) suggested that feelings play a crucial role in brand loyalty, asserting that a positive emotional association with a brand increases the likelihood of purchase and results in higher sales when compared to traditional visual or auditory stimuli (Karim & Batool, 2017).

Purchasing behavior is influenced by emotions, as products aim to capture consumer attention through brand logos, packaging, colors, and overall design, which can lead to increased purchases (Ferreira, 2022). Emotions offer immediate satisfaction in the shopping experience, while utilitarian choices are often less straightforward. In cases of utilitarian selection, consumers tend to focus on brand logos (He et al., 2022). Emotional and repetitive advertising messages are nine times more effective, with emotions acting as motivational drivers that boost purchase rates, serving as an effective tool for understanding consumer motivations (Nair, 2017). Research confirms that emotional marketing encompasses branding, fostering positive feelings towards products, and enhancing brand visibility (Dias & Cavaleiro, 2022).

Advertising messages serve as critical contact points between brands and customers (Banerjee, 2013). Recently, traditional marketing has focused on meeting customer needs through quality, value, and fair pricing. However, some marketers have successfully cultivated additional benefits tied to consumers' emotional states (Khuong & Tram, 2015). Studies identify four dimensions of emotional marketing: emotional product, emotional price, emotional distribution, and emotional service (Ahluwalia & Zeynep, 2018). Emotional marketing integrates product attributes like packaging and concepts to address consumers' emotional and psychological needs. The emotional price pertains to a cost that is perceived as reasonable based on quality, brand reputation, and brand image. Additionally, emotional communication plays a role in conveying product advantages or service concepts in a manner that encourages consumer understanding, highlights positive interactions, and stimulates emotional assessments. Emotional service involves leveraging emotional factors to market and sell products effectively. Overall, emotional theory posits that increasing purchasing options often relies on emotional (and sometimes irrational) characteristics, while trademark symbols serve as exchange elements that influence buying behavior and the nature and duration of consumer relationships. Modern consumption trends reshape the value chain, utilizing emotional elements that stimulate purchasing habits and promote the use of individual social and emotional symbols (Rytel, 2010).

In conclusion, visual advertising effectively captures public attention and persuades consumers to buy products. Emotional appeals are powerful tools that elicit feelings such as joy, sadness, fear, anger, or surprise (Nair, 2017). Visual ads often convey multiple emotions that attract viewers' attention to the advertising message (Verma, 2023). Research has linked consumers' emotional responses to visual advertising (Chung & Jun, 2018). Emotional advertising can enhance brand recall, generate strong demand, and create positive feelings (Tanaya et al., 2023). Generally, successful visual advertising includes impactful emotional appeals. However, many companies exploit passive emotional messages and consumers' fears related to products like cigarettes, alcohol, and cosmetics (Gupta, 2014). Consequently, emotions are vital in shaping consumer behavior and influencing marketing motivations, though these findings are debated and scrutinized by various research perspectives.

The Emotional Advertising and Consumer Behavior:

Brand awareness is an effective strategy for promoting products and revitalizing established

brands (Kaushik et al., 2024). Recognizing a specific brand gives companies a competitive advantage. A brand also serves as a symbol that consumers relate to, helping to distinguish different producers from one another (Geuens et al., 2011). Brand awareness reflects how well a brand's message is perceived, leading to greater familiarity with a product and providing companies with a sustained competitive edge. It influences a consumer's ability to identify, recall, and recognize a brand (Khuong & Tram, 2015). Research indicates that products with high levels of brand awareness experience increased demand (Kopp & Esteves, 2021). Emotions play a significant role in shaping responses to brand awareness. For example, a McDonald's advertisement featuring a grandfather and his granddaughter, Karen, illustrates this effectively. In the ad, the grandfather shares half of his McBurger with Karen, creating a memorable narrative that resonates with viewers (Martinez & Bohol, 2021). Assessing a brand's level of awareness involves considering various elements, such as logos, colors, packaging, photographs, and illustrations (Black, 2019). Studies show that 95% of purchasing decisions are spontaneous and subconscious, which indicates that marketing efforts should focus on targeting the subconscious mind. Emotion acts as a catalyst for brand awareness, significantly influencing purchase decisions. The first sub-hypothesis can be formulated as follows: **"Visual emotional advertising impacts the awareness of shopping goods in the Kingdom."**

Purchase decisions refer to the choices consumers make to buy specific products from retailers (Agrawal, 2022). This process represents a customer's entry into the market (Sunderaraj, 2018). The literature indicates that emotional marketing creates a unique scenario, especially when a company effectively manages the marketing process in relation to the client. Beyond quality and price, consumers prioritize intangible elements such as trust, love, and dreams, making emotions more significant than traditional product advantages; these emotions become foundational in guiding purchase decisions. Research shows that this decision-making process is carefully managed according to ethical standards. Consumers often do not seek products through rational means but rather focus on symbolic, psychological, and cultural meanings, all of which evoke feelings, relationships, and emotions (Khuong & Tram, 2023). Emotional advertising serves as a powerful tool for shaping the relationship between consumers and brands, evoking a range of emotions that influence perceptions and preferences (Otamendi & Sutil Martin, 2020). The impact of emotional advertising goes beyond just morale; it also extends to purchasing behavior, particularly for fast-moving consumer goods (FMCG), where purchasing intentions are heavily influenced (Mohanty et al., 2022). Implementing emotional marketing strategies fosters deep psychological relationships, enhances trust and affinity, and promotes lasting connections (Pathirana et al., 2023). Moreover, these emotional strategies cultivate specific feelings regarding how consumers perceive and interact with brands (Rao, 2023), thereby affecting their behavioral patterns and guiding their purchasing decisions (Kamran & Siddiqui, 2019), especially for low-cost products (Mohanty et al., 2022). Based on this understanding, we can propose the second sub-hypothesis: **"visual emotional advertising impacts on the decision to purchase shopping goods in the Kingdom."**

Emotional marketing emphasizes the connection between a brand and its customers, while brand loyalty refers to a customer's preference for one brand over competing options. Research indicates that emotional advertising strategies effectively capture consumer attention and boost engagement levels (Mohanty et al., 2022). These strategies leverage emotions such as happiness, love, humor, and nostalgia to connect with consumers, influence their purchasing choices, and create lasting perceptions of brands and products (Kamran & Siddiqui, 2019). Studies have demonstrated that emotional advertising can trigger spontaneous and irrational buying

behaviors, reinforcing its impact on consumers' actions and decision-making (Vrtana & Krizanova, 2023). Furthermore, research suggests that emotional advertising goes beyond just driving purchases; it also enhances sales performance by forging strong connections between consumers and brands, thereby improving emotional engagement and loyalty (Vrtana & Krizanova, 2023). Ultimately, emotional advertising cultivates deeper emotional bonds with brands, transforming consumers into passionate brand advocates (Kamran & Siddiqui, 2019). This approach influences individual purchasing decisions and shapes broader behavioral patterns that have a lasting effect on consumer behavior. Therefore, the third hypothesis can be formulated as follows: **"Visible emotional advertising impacts loyalty to shopping goods in the Kingdom."**

After a board presentation of the theoretical framework and previous studies related to the research, it was possible to design the conceptual framework of this study, from which independent and dependent variables to be studied can be selected, as well as to determine the form and direction of the relationship between them:

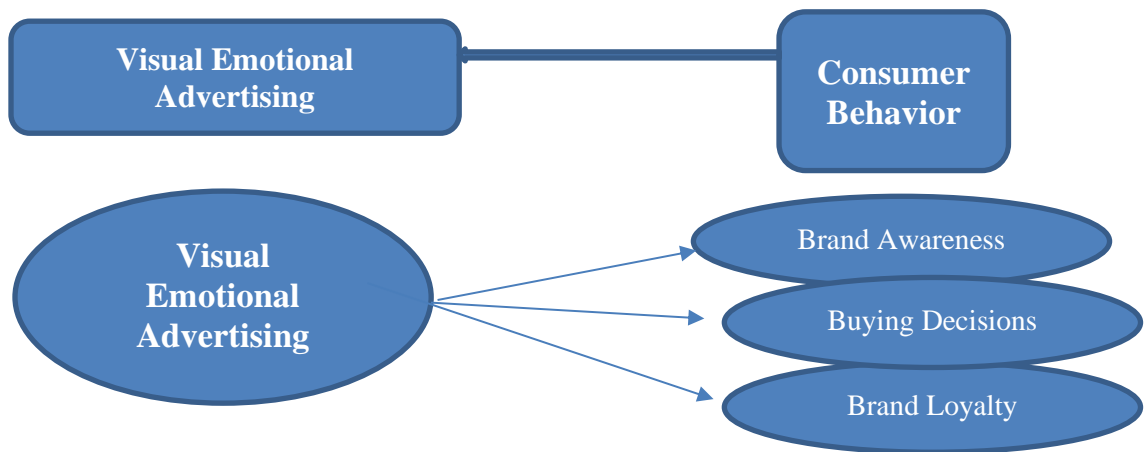


Figure 1: The Conceptual Framework

Research Methodology

C. The Population: The study population includes all Saudi consumers shopping for goods on the X platform. According to the data, there are 16.84 million active users from Saudi Arabia on the X platform, which represents 45.3% of the Saudi population in 2024 (Deportal.com, 2024).

D. The Sampling Method: The sampling method utilized in this study is a judgment sample, which involves intentionally selecting elements to answer specific research questions. Based on sample size calculations, the minimum required sample size was determined to be 385 individuals; however, for increased accuracy and reliability, the sample was expanded to 600 participants.

E. The Unit of Analysis: The unit of analysis is the Saudi customer who purchases shopping goods (such as furniture, clothing, electrical devices, etc.) and is an active user of the X platform.

F. Research Tool: A fully structured questionnaire was developed using Google Drive, based on previous studies in the field of search. A panel of specialists, including academics and professionals, was engaged to evaluate the preliminary version of the questionnaire to ensure its external validity, relevance, and ability to meet the research objectives. The final version of the questionnaire was then electronically distributed to participants, and all completed questionnaires were collected for final analysis.

2. Measurement:

The study employed a five points Likert scale to assess the independent variable (IV) of visual emotional advertising and the dependent variable (DV) of consumer behavior. The scale consisted of responses ranging from 1 to 5, reflecting the degree of alignment between the item and the respondent's opinion. A score of 5 indicated "very high," 4 indicated "high," 3 indicated "medium," 2 indicated "low," and 1 indicated "very low." The modified measurement levels are defined as follows: (1) scores between 5 and 4.2 signify "very high," (2) scores below 4.2 and above 3.6 signify "high," (3) scores below 3.6 and above 2.4 signify "moderate," (4) scores below 2.4 and above 1.6 signify "poor," and (5) scores below 1.6 signify "very low." To analyze the sample responses, descriptive analyses, including arithmetic mean, standard deviation, and relative frequencies, were used to evaluate the levels of visual emotional advertising and consumer behavior. The data were analyzed using the Structural Equation Modeling (SEM) method in PLS Smart software. This methodology is grounded in several key statistical assumptions and indicators used to test and measure the study's data. The p-value was employed to demonstrate the directional relationship between the research variables, while the standard beta coefficient indicated the strength and direction of that relationship. The f^2 and R^2 values were used to measure the extent to which the independent variable explained the dependent variable. Finally, Q^2 was used to indicate the predictive relevance of the variables, and the Goodness-of-Fit (GoF) index was applied to evaluate the performance of the regression model.

3. File of Respondents :

1) Independent Variable (IV): Visual Emotional Advertising consists of 5 items. The overall arithmetic mean for this variable is 3.206, with a standard deviation of 1.11. This indicates that the level of visible emotional advertising in shopping goods is moderate, with 36.4% approval among shoppers on platform X.

2) Dependent Variable (DV):* Saudi Consumer Behavior consists of 16 items. The arithmetic mean for this variable is 3.229, and the standard deviation is 1.155. This suggests that Saudi consumer behavior towards shopping goods in the Kingdom is moderate, with 41.4% approval from customers. The components of this variable are as follows:

A. Brand Awareness: This first sub-variable includes 4 items, with ratings falling between very high and high. The arithmetic mean for this component is 3.091, with a standard deviation of 1.131. This means that the level of awareness of shopping goods in the Kingdom is moderate, with 35.6% of customers expressing approval.

B. Brand Purchase: The second sub-variable contains 6 items, with ratings ranging from very high to high. The arithmetic mean for this component is 3.273, with a standard deviation of 1.177. This indicates that the purchase of shopping goods is moderate, with 43.3% of customers approving.

C. Brand Loyalty: The third sub-variable includes 6 items, all rated at a moderate level.

The arithmetic mean for this component is 3.323, with a standard deviation of 1.157. This reflects a moderate level of loyalty to shopping goods in the Kingdom, with 45.3% of customers expressing approval.

Item	Responses %					S. D	Mean	Application Degree
	VH	H	M	L	VL			
X1	14.1	26.3	35.4	23.2	1	1.01270	3.293	Moderated
X2	19.2	23.2	30.3	24.2	3	1.13071	3.313	Moderated
X3	18.2	21.2	39.4	17.2	4	1.08636	3.323	Moderated
X4	12.1	19.2	32.3	25.3	11.1	1.17733	2.96	Moderated
X5	15.2	21.2	34.3	21.2	8.1	1.16067	3.141	Moderated
Emotional Ad.	15.76	22.22	34.34	22.22	5.44	1.1136	3.206	Moderate d
AW.1	10.1	25.3	32.3	21.2	11.1	1.1516	3.0202	Moderated
AW2	12.1	23.2	36.4	23.2	11.1	1.158	3.081	Moderated
AW3	12.1	21.2	39.4	20.2	7.1	1.087	3.111	Moderated
AW4	12.1	26.3	35.4	17.2	9.1	1.1282	3.152	Moderated
Awareness	11.6	24	35.875	20.45	9.6	1.1311	3.091	Moderate d
B1	15.2	26.3	30.3	19.2	9.1	1.1839	3.192	Moderated
B2	16.2	28.3	32.3	15.2	8.1	1.154	3.293	Moderated
B3	16.2	25.3	31.3	17.2	10.1	1.2036	3.202	Moderated
B4	17.2	23.2	36.4	15.2	8.1	1.157	3.263	Moderated
B5	20.2	20.2	34.3	17.2	8.1	1.2022	3.273	Moderated
B6	19.2	32.3	25.3	17.2	6.1	1.161	3.414	Moderated
Buying	17.367	25.933	31.65	16.867	8.267	1.177	3.273	Moderate d
L1	15.2	29.3	30.3	17.2	8.1	1.157	3.263	Moderated
L2	19.2	23.2	36.4	15.2	6.1	1.1354	3.343	Moderated
L3	20.2	27.3	28.3	19.2	5.1	1.158	3.384	Moderated
L4	20.2	20.2	32.3	22.2	5.1	1.1697	3.283	Moderated
L5	17.2	34.3	27.3	14.1	7.1	1.142	3.404	Moderated
L6	15.2	30.3	30.3	14.1	10.1	1.1831	3.263	Moderated
Loyalty	17.867	27.43	30.817	17	6.934	1.1575	3.323	Moderate d
Consumer Behavior	15.611	25.789	32.7806	18.106	8.267	1.1552	3.229	Moderate d

Table 1: Descriptive Statistics for Research Variables

Validity and Reliability for the Measurement Model:

3) **Discriminant Validity:** This refers to the degree to which scale items differ from one another. It also measures the level of interference and correlation between constructs (Hair et al., 2016). Discriminant validity is assessed through the cross-loading test, which indicates that the loading value of each item in a latent variable should be higher than that of other variables (Dijkstra & Henseler, 2015). As shown in Table 2, the cross-loading values for each item in the latent variable are distinct and higher than those of other variables in the matrix. Therefore, these items are distinctive, confirming that the current model is appropriate.

4) **Convergent Validity:** This measures the degree of agreement among multiple items designed to assess the same concept (Sarstedt et al., 2024). Convergent validity consists of four sub-tests:

A) **Individual Item Value:** This test measures the consistency among items measuring the same phenomenon, where respondents provide similar answers. Each item should correlate with other items in the scale. The statistical guideline states that the acceptable value must exceed 0.7. According to the results in Table 2, all items have values above this threshold (0.7) and are therefore statistically acceptable.

B) **Composite Reliability:** This indicates the reliability of the latent variable (either independent variable or dependent variable). The statistical criterion states that a value greater than 0.7 is required for acceptance. Table 2 confirms that both the independent and dependent variables meet this criterion, as their values are above 0.7 (Hair et al., 2016).

C) **Average Variance Extracted (AVE):** The minimum threshold for this measure is 0.5. Table 2 shows that all research variables exceed the threshold of 0.5, thus satisfying the requirements necessary for testing the hypotheses (Sarstedt et al., 2024).

D) **Reliability and Validity of Rho_A:** A Rho_A value greater than 0.7 indicates that the construct is reliable and possesses statistically acceptable validity (Fornell & Larcker, 1981).

Construct	Items	Cross Loading	CR	AVE	Rho_A
Emotional Ad. (X)	X1	0.885	0.954	0.805	0.942
	X2	0.903			
	X3	0.890			
	X4	0.897			
	X5	0.912			
Awareness (AW)	AW.1	0.931	0.959	0.855	0.944
	AW2	0.912			
	AW3	0.917			
	AW4	0.939			
Buying (B)	B1	0.872	0.953	0.770	0.941
	B2	0.885			
	B3	0.906			
	B4	0.923			
	B5	0.806			
	B6	0.869			

Loyalty (L)	L1	0.866	0.959	0.797	0.950
	L2	0.891			
	L3	0.901			
	L4	0.898			
	L5	0.891			
	L6	0.907			
Consumer Behavior			0.976	0.805	0.942

Table 3: Results of Cross Loading, CR, AVE, CR & VIF

Fornell Larcker Criterion:

The Fornell-Larcker test is founded on the principle that a latent variable should account for a greater proportion of variation than other latent variables (Fornell & Larcker, 1981). As shown in Table 3, the variance values for the current latent variable (either independent or dependent variable) are higher than those of other latent variables. This indicates that there is no correlation between them.

Construct	Emotional Ad. (X)	Awareness (AW)	Buying (B)	Loyalty (L)
Emotional Ad. (X)	0.897			
Awareness (AW)	0.587	0.925		
Buying (B)	0.635	0.837	0.878	
Loyalty (L)	0.644	0.800	0.895	0.892

Table 3: Fornell Larcker Criterion

Research Results**Path Analysis**

The literature suggests that path analysis is a method for examining correlations between latent variables to understand the effects on each component (Hair et al., 2016). Path analysis is related to multiple regression and offers theoretical insights regarding cause and effect (Nurmawati & Kismiantini, 2019). In this context, independent variables are referred to as exogenous variables, while dependent variables are known as endogenous variables. Path analysis involves two types of effects: direct and indirect. This study will focus on direct effects since there are no mediating variables present. When the path flows from an independent variable to a dependent variable, this indicates a clear direct effect of the independent variable on the dependent variable (Hair et al., 2016).

Path analysis includes statistical indicators that measure model suitability, such as standard beta and t-statistics (Hair et al., 2022). The statistical rule states that a p-value below the margin of error (0.05) is statistically acceptable, confirming the relationship between the two variables. A standard beta coefficient indicates the direction of the relationship: a negative sign (-) denotes a negative relationship, while a positive sign (+) indicates a positive relationship between the variables. The path coefficients demonstrate a direct impact of visual emotional advertising on Saudi consumer behavior regarding shopping goods in the Kingdom. Table 4 illustrates the interrelationships between variables, showing that the level of correlations for all relationships

is below 0.05. Empirically, this confirms all the sub-hypotheses in this study. Specifically, there is a positive correlation between visual emotional advertising and awareness of shopping goods, as well as between visual emotional advertising and the decision to purchase those goods. Additionally, there is a positive correlation between visual emotional advertising and loyalty to shopping goods. Finally, there is a positive correlation between visual emotional advertising and Saudi consumer behavior towards shopping goods in the Kingdom.

<i>H</i>	<i>Relationship</i>	<i>Std. Beta</i>	<i>Std. Dev.</i>	<i>T-Value</i>	<i>P-Value</i>	<i>f²</i>	<i>Decision</i>	<i>R²</i>	<i>Q²</i>
H ₁	Emotional Ad Awareness	0.592	0.080	7.306	0.000	0.529	Moderate Positive Effect	0.339	0.293
H ₂	Emotional Ad Buying	0.640	0.064	9.898	0.000	0.678	Weak Positive Effect	0.398	0.306
H ₃	Emotional Ad. Loyalty	0.208	0.120	1.769	0.078	0.725	No Effect	0.414	0.327
H ₄	Emotional Ad Consumer Behavior	0.667	0.066	10.072	0.000	0.780	Moderate Positive Effect	0.432	0.311

Table 4: Direct Effect of Path Analysis

Significant at $P_0^* < 0.01$. Significant at $P_0^{**} < 0.05$.

Assessing the Effect Size f^2 :

The coefficient (f^2) measures the effect size (Hair et al., 2020). This study investigates the effect of visual emotional advertising on Saudi consumer behavior toward shopping goods in the Kingdom, specifically focusing on awareness, purchase decisions, and loyalty. According to statistical rule, an (f^2) value above 0.35 indicates a high effect, a value between 0.15 and 0.35 indicates a moderate effect, a value below 0.15 indicates a low effect, and below 0.02 indicates no effect. Table 4 above presents the effect coefficients of the independent variable on the dependent variables. The findings reveal that visual emotional advertising (VEA) has a high effect on brand awareness, with an (f^2) value of 0.529; it also significantly influences buying decisions, with an (f^2) value of 0.640; and it has a considerable effect on brand loyalty, with an (f^2) value of 0.725. Additionally, the analysis indicates that visual emotional advertising has a substantial effect on Saudi consumer behavior towards shopping goods in the Kingdom, with an (f^2) value of 0.780.

Assessing the Level of R^2 :

The coefficient of determination, R^2 , measures the strength of the linear relationship between two variables. It analyzes trends and assesses the proportion of variation in the dependent variable (DV) that is attributed to changes in one or more independent variables (IV) (Hair et al., 2020). According to statistical conventions, an R^2 value below 0.02 is considered small, a

value between 0.02 and 0.13 is viewed as moderate, and a value above 0.26 indicates high variation. In Table 4, it is shown that the R^2 value for the relationship between visual emotional advertising and brand awareness is 0.339, meaning that the independent variable explains 33.9% of the changes in awareness of shopping goods in the Kingdom. Additionally, R^2 for the relationship between visual emotional advertising and brand purchase is above 0.398, indicating that the independent variable accounts for 39.8% of the changes in purchasing those goods. Furthermore, R^2 for the relationship between visual emotional advertising and brand loyalty reaches 0.414, which means that visual emotional advertising explains 41.4% of the changes in loyalty towards shopping goods. Overall, the impact of visual emotional advertising has significant statistical relevance on Saudi consumer behavior, explaining 41.4% of the changes in consumer behavior towards shopping goods in the Kingdom.

The Predictive Relevance Q^2 :

Q^2 demonstrates the potential to restructure data collected using the structural model and performance indicators (Fornell & Cha, 1994). The statistical decision framework supports the predictive relevance of the model; specifically, if the Q^2 value is above 0.00 (Wold, 1982). Table 5 illustrates a significant ability to analyze variations in Saudi consumer behavior, with a Q^2 value of 0.311 attributed to changes in visual emotional advertising. Furthermore, all components of consumer behavior show high predictive relevance due to visual emotional advertising, with an f^2 value exceeding 0.35 (specifically 0.780). This includes high predictive relevance across all components of consumer behavior: awareness, purchase, and loyalty

Variable	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Emotional Ad. (X)	495.000	495.000	
Awareness (AW)	396.000	280.077	0.293
Buying (B)	594.000	412.319	0.306
Loyalty (L)	594.000	399.894	0.327

Table 5: Q^2 Value

The Goodness of Fit (GOF):

The GOF test, defined as the geometric mean of the AVE and R^2 of inner constructs (Tenenhaus et al., 2005), evaluates the goodness of fit in the Smart-PLS4 technique. This test assesses the forecasting power and performance of both Measurement Model indicators and Structural Models (Chin & Dibbern, 2010). According to established statistical guidelines, a GoF value below 0.1 indicates that the model is inappropriate. A value between 0.1 and 0.25 suggests a little fit, while a GoF value between 0.25 and 0.36 indicates a moderate fit. A GoF above 0.36 signifies a high fit (Sarstedt et al., 2024). Referring to the previous table (Table 5), which presents the Model Fit indicators used to evaluate the current model's goodness of fit, we found that all values ranged from 0.293 to 0.327. Since these values fall between 0.25 and 0.36, this indicates a moderate level of predictive relevance for the model. Therefore, further improvements are needed, and the addition of new variables is recommended.

Outcomes Discussion:

The study examined the effect of visual-emotional advertising on the awareness of shopping goods and found a positive correlation, demonstrating a significant impact. Specifically, visual-emotional advertising accounts for 33.9% of variations in awareness of these goods in the

Kingdom. These findings align with previous research indicating that brand awareness is an effective strategy for promoting products, revitalizing established brands, and gaining an edge over competitors (Kaushik et al., 2024). Products with a high level of brand awareness often experience increased demand (Kopp & Esteves, 2021). Brand awareness refers to the recognition provided by a brand, enabling consumers to learn about its products (Cheung et al., 2019). It influences a consumer's ability to identify and differentiate a brand, which aids in recall and heightened awareness (Khanna, 2016). Emotional connections can elicit various responses regarding brand awareness (Palmer, 2019), as seen in the heartfelt Mac advertisement featuring Karen and her grandfather, which left a lasting impression on viewers (Martinez & Bohol, 2021). We add that the study of Alnsour and Alsahli (2022) confirm the relationship between emotional financial incentives and brand awareness in Saudi Arabia. To assess the level of awareness for a specific brand, it's essential to consider various brand elements, such as logos, colors, typography, images, and illustrations (Al-Qahtani & Al-Nsour, 2025). The logo serves as a crucial representation of the brand, while color evokes emotions, with each color conveying different meanings. Typography plays a significant role in brand identification through its distinctive lines and shapes. Finally, images and illustrations—encompassing photography, icons, and data visualization—enhance brand recognition (Black, 2019). Within this context, emotional advertising in Saudi stores utilized narrative storytelling and humor, each accounting for 29.7% of all emotional advertising forms. This was followed closely by emotional texts (27.7%), videos (23.9%), and images (27.7%).

Current research has revealed a strong positive relationship between visual emotional advertising and the decision to make a purchase. Specifically, it has been found that visual emotional advertising accounts for 39.8% of the changes in buying decisions regarding shopping goods. Studies indicate that 95% of purchasing decisions are made subconsciously; therefore, effective marketing for a particular brand must target these subconscious processes, making emotion a crucial factor in purchasing decisions. Emotional advertising leverages the idea that humans are primarily driven by their emotions and sentiments (Chierotti, 2018). Consumers decide to purchase when they consider various factors: exposure, age, value, brand equity, and innovation (Posito, 2019). Exposure refers to whether the consumer is familiar with the product prior to buying it. Age pertains to the length of time spent in the industry. Value is how the customer perceives a particular brand (Mahajan, 2020). Brand equity relates to the value of products, built through making them memorable in terms of quality and reliability (Hayes & Kindness, 2021). Finally, innovation plays a crucial role; when consumers consider a product, they strongly evaluate how it differentiates itself from competitors (Posito, 2019). Research has consistently shown a positive correlation between emotional advertising and purchasing decisions for convenience goods. Furthermore, it has been established that high purchasing rates rely on various elements, including emotional advertising narratives, imagery, and self-identity. Consequently, emotional advertising positively influences purchase decisions across different generations, including Baby Boomers, Generation X, Generation Y, Generation Z, and Generation Alpha (2023). The study by Liu and Wongpun (2024) found that emotional marketing strategies enhance brand competitiveness by addressing consumers' psychological and emotional needs. This approach fosters deeper communication with customers, resulting in meaningful relationships and a positive impact on customer identification. Additionally, research by Jorge (2018) highlighted that while price significantly influences consumer decision-making, emotional advertising plays an even more crucial role in shaping consumer decisions and brand image. Khuong and Tram (2015) also discovered that purchase decisions are directly influenced by brand recall, recognition, and perceived product quality. Furthermore,

Domenico (2010) demonstrated that while price and quality are tangible factors, intangible elements such as the consumer's desire for emotion, trust, and love have a greater impact on purchase decisions

Recent findings indicate a significant positive impact of visual-emotional advertising (VEA) on consumer loyalty, demonstrating that VEA accounts for 41.4% of the variations in loyalty towards shopping goods in Saudi Arabia (KSA). This shows that emotional advertising serves as a powerful mechanism in shaping the relationship between consumers and brands by evoking emotions and influencing perceptions and preferences (Otamendi & Sutil Martín, 2020). Emotional strategies elicit emotional responses and foster deep psychological connections, which affect purchasing decisions, shape brand concepts, and enhance brand associations (Otamendi & Sutil Martín, 2020). By transcending noise, emotional advertising establishes meaningful connections with the target audience, creating an emotional bond between the product and consumers through feelings like fear, humor, nostalgia, or happiness. Hence, persuasive advertising campaigns can foster brand engagement and loyalty (Panchavarnam, 2024). The study conducted by Verma (2023) confirmed that emotional advertising is a useful tool for establishing positive emotional associations and personal engagement with brands (Decker, 2021), leading to increased loyalty, particularly among female consumers in the cosmetics industry. Emotional connections formed through emotional advertising—such as brand personality, storytelling, experiential marketing, and visual and sensory elements—positively influence brand loyalty. Additionally, studies by Prajapati & Dubey (2023) and Guo et al. (2023) suggest that emotional branding is linked to individual feelings, which in turn fosters long-term loyalty and impacts brand equity (Hashem et al., 2020). There is a massive need to merge the emotional price with loyalty programs in the Jordanian banks as well (Al-Nsour et al., 2021) and service organizations in Saudi Arabia (Al –Ayyaf & Al- Nsour, 2024).

The overall impact of visible emotional advertising on Saudi consumer behavior is significant, elucidating 43.2% of the changes in how consumers approach shopping for goods. Research shows that emotional advertising is a powerful tool for shaping the relationship between consumers and brands by evoking feelings, thereby influencing perceptions, preferences, and ultimately purchasing behavior (Otamendi & Sutil Martín, 2020). This type of advertising fosters a deep psychological connection that promotes trust and affinity while utilizing emotional communication techniques to create lasting associations (Pathirana & Sellar, 2023). Furthermore, integrating emotional strategies into branding initiatives elicits specific feelings that shape how consumers perceive and interact with a brand, influencing their behavioral patterns (Kamran & Sidi, 2019). Emotional advertising is a key component of emotional marketing, aimed at persuading consumers to associate products with strong emotions, be they joy or sadness. Marketers recognize that evoking deep feelings enhances consumer buying, aids in recalling advertisements, and fosters brand loyalty. Ultimately, emotional advertising serves as a strategic approach to attract consumers, playing a crucial role in brand survival and stimulating consumer behavior (Kaushik et al., 2024). Additionally, the study by Verma (2023) confirms that emotional advertising effectively creates positive emotional associations with brands and significantly impacts consumer behavior.

Finally, based on the conclusions above, the following recommendations are presented:

1. **Experimental Marketing:** It is recommended to place greater focus on managing the customer experience in retail stores. This includes carefully selecting emotional advertising elements that resonate with customers' desires and interests.

2. Emotional Intelligence: Managing emotions is essential. Employees should not only be able to regulate their own emotions, but also understand and empathize with customer feelings. This understanding can significantly enhance customer satisfaction and loyalty.
3. Customer Emotions: Managing customer emotions is a critical aspect of emotional marketing. Purchasing decisions are influenced by two types of needs: functional needs, which relate to the product's features and benefits, and emotional needs, which pertain to the feelings associated with owning the product. By implementing these recommendations, businesses can improve customer engagement and loyalty.

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