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The Use of Conceptual Metaphors in Advertising: A Cognitive Approach to Persuasive Language

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Abstract

This study examines the role of conceptual metaphors in advertising, their cognitive impact, and their persuasive impact on consumer behavior. That is, it is to examine how the conceptual metaphors shape consumers' perception and behavior, how consumers use cognitive processes to understand the metaphors, and how imagery metaphors and its meanings interact to strengthen the effectiveness of advertising. The study employs mixed methods including primary and secondary data sources. A questionnaire is constructed, to collect primary data to check participants' responses when they are exposed to conceptual metaphors through written advertisements. The theoretical framework of the study is composed of secondary sources such as books, articles, and previous studies in Arabic and foreign languages. The results indicate that the conceptual metaphors employed in advertising become more distinct in evoking emotional and cognitive responses in customers, thereby influencing their behavior. The contribution to the understanding of the persuasive language in advertising is made and practical implications for marketers to optimize their communication strategy are offered.

Keywords: Advertising; Cognitive Impact; Conceptual Metaphor; Consumer Behavior; Imagery Metaphor.

Introduction

Advertisement, one of the most distinctive aspects of a modern society, is now seen as a type of persuasion designed to impact one's intellect, will, and feelings to produce persuasive outcomes. Advertising depends heavily on the conceptual metaphors because such methods improve the effectiveness of marketing messages through easy relatability to target audiences. According to Kövecses (2002), advertising success depends directly on advertisers making precise choices about which the conceptual metaphors will resonate with audience members and will enhance ad content. When advertisement languages use appropriate metaphors, they produce both mental and emotional connections between abstractions and audience-specific familiar experiences. In other words, advertising uses conceptual metaphors as its fundamental functional tool to fulfill abstract idea communication through concrete imagery. Through the strategic implementation of metaphors, advertisers can establish emotional as well as cognitive relationships within their targeted audience which drives consumer behavior changes.

Forceville (2007) pointed out that the use of metaphors in advertisements represents more than just language tools because metaphors create mental frameworks which determine consumer's perspectives of products. The ways that relate abstract entities to everyday situations appear in advertisements boost message memorability which leads to better advertising achievement.

The conceptual metaphors in advertising find their essential use through visual communication methods. Through the combination of symbolic meaning with imagery, the visual metaphors

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develop impactful advertisements that are also memorable. For instance, a visual comparison between cars and cheetahs represents two vital aspects of car performance while making the product more appealing to customers. According to Forceville (2007), the visual metaphors brought together with linguistic components activate multiple cognitive mechanisms which lead to improved advertisement persuasion effects.

Visual communication represents a fundamental element of the conceptual metaphors which appear at the core of advertising dynamics. Therefore, combining images with symbolic value leads to the development of impactful visual metaphors which produce memorable advertising content. Moreover, an appropriately selected conceptual metaphor can significantly boost the persuasive power of an advertisement. Metaphors could simplify complex ideas and tap into universal emotions, which can make the message resonate more deeply with consumers. When the metaphor aligns with the audience's cultural and emotional context, it can transform an ordinary product into something memorable and desirable, ultimately driving consumer behavior and promoting sales (Švažienė, 2010).

Lakoff and Johnson (1980: 241) stated that a "metaphor is pervasive in everyday life, not just in language, but in thought and action, and the essence of metaphor is understanding and experiencing one kind of thing in terms of another". That is, people could use metaphors to understand a concept that is abstract, this could happen regularly in most cases without any realization.

According to the conceptual metaphor theory as a theoretical framework, "a metaphor functions through mental processes by uniting source domain with target domain." (Kövecses, 2002:4). Thus, this research analyzes the use of the conceptual metaphors in marketing alongside their effects on consumer perceptual analytics and buying habits. A cognitive perspective guides this study as the research analyses how metaphorical language creates compelling and memorable advertising messages.

Statement of the Problem

The growing dependence on persuasive language in advertising requires an investigation into the underlying factors that create impactful memorable ads. There exists limited research explaining the effects of these metaphors on consumer behavior and their resulting psychological reactions. That is, traditional advertising research mostly examines generic promotional methods while failing to study the subtle way of how the conceptual metaphors construct emotional connections and sharpen cognitive understanding. Therefore, some researchers stated that the current lack of a specialized examination demonstrates a necessity for detailed investigations regarding the conceptual metaphor usage in advertising material (Cook, 1992; Forceville, 1996; Ali, Amir, & Shaikh; 2023). Thus, my study tries to fill this knowledge gap by investigating how the conceptual metaphors function as a dynamic psychological mechanism to bridge abstract ideas with familiar concepts which determine consumer interactions with promoted products or services. While investigating their effect on customer acceptance rates, advertisers need to grasp these fundamental advertising dynamics to build marketing methods which succeed both in capturing awareness and generating behavioral changes among consumers.

Research Questions

How do conceptual metaphors influence consumer perceptions and decision-making in advertising?

What are the cognitive mechanisms activated by the conceptual metaphors in advertisements to enhance their persuasive power?

How do visual and linguistic conceptual metaphors work together to create a more compelling advertisement?

Research Objectives

To examine the role of the conceptual metaphors in shaping consumer perceptions and behaviors in advertising.

To identify the cognitive processes involved in the use of the conceptual metaphors within advertising messages.

To analyze the combined impact of the visual and the linguistic conceptual metaphors in enhancing the persuasive effectiveness of advertisements.

Literature Review

Theoretical Framework

Lakoff and Johnson (1980) stated that people live by the conceptual metaphors operate as cognitive frameworks that allow people to grasp abstract ideas by relating them to concrete familiar scenarios. Such metaphors function through the representation of concrete "source domain" elements as they relate to abstract "target domain" concepts. Through metaphors like "time is money" or "life is a journey" consumers can understand the abstract subjects better when those the concepts speak to familiar human situations. The conceptual metaphors function as essential tools for advertising to produce messages which successfully capture attention while keeping their content memorable to consumers. When advertisers link advertising campaigns to tangible emotional triggering concepts, they create automatic consumer responses that reflect their desired perception. Thus, this method works exceptionally well to translate sophisticated ideas into memorable communications that reach a variety of audiences. Through conceptual metaphors, advertisers establish essential connections between theories and real-world consumer experiences to enhance advertisement effectiveness (Lakoff & Johnson, 1980).

Kövecses (2002) has pointed out that people use different methods to process information followed by interpretation to generate responses. Research within cognitive psychology deduces that human actions result from mental processes which include perception alongside memory and reasoning (Neisser, 1967). Through using the cognitive approach, researchers can study how the conceptual metaphors in advertising activate existing cognitive representations combined with emotional attachments to influence consumer preferences. In other words, metaphors used in advertising gain better comprehension and retention because they connect abstract ideas through familiar comparative references. Particularly, in advertising the metaphor's ability to generate emotional reactions strengthens the final persuasive effect of a message. The integration of conceptual metaphors in advertising alignments cognitive mental functions and emotional responses to reach audiences stronger; thus, shaping their attitudes alongside their behavioral patterns (Forceville, 2008).

In light of what has been mentioned above, advertising tools based on conceptual metaphors gain power through their interconnection with the cognitive theory to achieve persuasion goals. The translation of abstract ideas to relatable concepts through cognitive mechanisms depends on the conceptual metaphors and the cognitive approach behaves as an explanation of mental processes

during this visual conversion. Through these metaphorical expressions, advertisers succeed in simplifying their content and triggering emotional impulses which connect to specific consumer's aims and beliefs. The advertisement evolves beyond its information delivery role through effective narration because its audience responds both cognitively and emotionally. The conceptual metaphors combined with cognitive processing mechanisms demonstrate why the metaphorical language produces powerful advertising effects by affecting the perception and choice behavior of consumers (Lakoff & Johnson, 1980; Neisser, 1967).

Previous Studies

Septianto, Pontes, & Tjiptono (2022) discussed the persuasiveness of metaphors in advertising and the conditions under which the efficacy of metaphorical commercials may be maximized. Septianto et al. (2022) have suggested that mixed emotional appeals (happiness and sorrow) can improve the persuasiveness of an advertising metaphor. Their study's findings could help marketers develop effective marketing communication methods that include mixed emotions and metaphors.

Similarly, Ali, Amir, & Shaikh (2023) analyzed the effectiveness of plain, metaphorical (with pictures), and metaphorical (with both text and pictures) advertisements on consumer comprehension, attractiveness, evaluation, and persuasiveness. Their study investigated whether there is a substantial difference in comprehension, persuasion, evaluation time, and attractiveness between metaphorical and non-metaphorical commercials. The scholars employed specific methodologies including laboratory tests and self-reports. The sample of their study included thirty participants: ten males and ten female students, as well as five male and five female instructors. The study revealed that commercials have more appeal and persuasive power than basic advertisements.

Moreover, Kwon (2024) aimed to enhance a comprehension of nature and expression of metaphors by analyzing the conceptual metaphors in business advertisements. The study has explored how conceptual metaphors, specifically ontological metaphors, structural metaphors, and orientational metaphors, are effectively utilized in advertisements. Moreover, the scholar has found that advertisements become more novel, straightforward, meaningful, and emotional engaging when they use conceptual metaphors as cognitive tools to enhance the interpretation of advertising messages. Therefore, the conceptual metaphors play a significant role in marketing advertising. However, Abuczki (2009) added how the media uses and manipulates people's thinking by employing a particular sort of a figure speech and a metaphor in commercials. The research's goal was to analyze the link between individual psychology, metaphor, and media through a case study of the metaphors found in two editions of *Cosmopolitan* magazine: the original American issue and a Hungarian counterpart. The study found that adopting conceptual metaphors in advertising had a considerable influence, particularly in terms of increasing customer involvement, altering perceptions, and influencing purchase choices. As a result, these findings highlighted the persuasive power of the metaphorical language in crafting memorable and emotionally charged commercials.

Materials and Methods

I adopted a descriptive analytical methodology for my study, which aims to describe the phenomenon of the impact of metaphors used in written advertisements on social media on the consumers' behavior. I also analyzed the data collected from participants to understand the relationship between these variables. I used the questionnaire as the main means of collecting

data, allowing for comprehensive and accurate information about the opinions and impressions of participants.

Study Design

The study was designed to be comprehensive in order to measure the impact of the conceptual metaphors in the written advertisements on social media on the consumers' behavior. The study's sample targeted individuals who are active on social media. The sample was selected using a random sampling method to ensure fair representation of the target sample and facilitate the data collection process. To expand the scope of participation, the questionnaire was distributed electronically across various social media platforms.

The number of responses reached 320 responses from participants of diverse nationalities, which enhances the comprehensiveness of the results and gives the study a deeper dimension to understand the impact of the written and the visual advertising on a diverse audience.

Data Collection

I used two types of sources to obtain the data needed to conduct the study, which are:

First: Secondary sources: These sources included books, references, articles, reports, and previous studies. The researcher depended on research in Arabic and foreign languages related to the subject of the study. The researcher also uses various websites to prepare the theoretical framework for this study.

Second: Primary sources: The researcher relied on the questionnaire as a primary source. It was prepared and was developed in light of the review of literature and previous studies. Thus, it covered all aspects addressed by the theoretical framework and the questions on which the study was based. In this respect, the researcher aimed to identify the opinions and the attitudes of the study's sample members regarding the dimensions and the variables of the study model.

Study Tool

The questionnaire was carefully prepared and designed to cover all aspects related to the study topic. The questionnaire was divided into four main sections:

Section One: (Demographic Information). This section focuses on collecting personal data of the participants such as gender and frequency of online shopping.

Section Two: (Written Ad Experience)

In this section, a set of written advertisements that included the conceptual metaphors were displayed, and participants were asked to answer several questions related to their initial impressions and the impact of the advertisement on their purchasing decisions. The advertisements include the following texts:

"Drink the coffee that wakes up your dreams every morning"

"We gave your smartphone wings to fly!"

"The perfume that takes you above the clouds, where beauty has no limits."

Section Three: (Research Measures)

This section contains two main measures:

Conceptual Metaphors Scale: Measures the extent to which metaphors influence emotional interaction and understanding of the benefits presented in the advertisement.

Consumer Persuasion Scale: Measures the impact of the conceptual metaphors on consumer purchasing decisions, such as enhancing interest in the product and increasing the desire to purchase.

A five-point Likert scale is used to determine the extent to which participants agree with each statement, making it easier to analyze the data and accurately determine the impact of the conceptual metaphors.

Description of the characteristics of the study sample

The demographic data of the study sample, which included 320 participants, were analyzed using frequencies and percentages to illustrate the characteristics of the sample. The following is a description of the basic characteristics:

Demographic Information

The following table shows a wide diversity in the characteristics of the participants in terms of gender and online shopping frequency, reflecting a broad representation of a diverse group of individuals in the study population. It appears that the largest percentage of participants are female (56.3%), which may reflect an increase in women’s use of social media and online shopping compared to men. The distribution of online shopping frequency also shows a wide variation in purchasing behaviors, as it appears that 37.5% of participants’ shop 2-3 times a month, indicating that online shopping has become a frequent behavior for a wide segment of individuals. However, it is noted that a small percentage (15.6%) only shop more than once a week, which may reflect the limited daily shopping for some participants. This diversity in behaviors contributes to providing a comprehensive picture of the impact of written advertisements on social media on consumer behavior, allowing for a deeper analysis of the results based on these multiple factors.

Table1. Description of sample characteristics

Variable	Category	Frequency	Percentage
Gender	Male	140	%43.8
	Female	180	%56.3
Frequency of online shopping	Once a month or less	50	%15.6
	2-3 times a month	120	%37.5
	Weekly	100	%31.3
	More than once a week	50	%15.6

Validity and reliability procedures for the study tool
 Validity procedures: Validity procedures aim to ensure that the questions and statements included in the research tool measure what the tool was designed for. In this context, the apparent validity of the tool was conducted by presenting the questionnaire to a group of judges specialized in the academic field, in addition to experts in the field of advertising and marketing. The judges evaluated the clarity of the questions, their formulation, and their suitability for measuring the axes specified in the study, while ensuring that the questions cover all aspects and objectives of the study. Based on the comments provided by the judges, the researcher made the necessary modifications, which included

rephrasing and arranging some of the statements, which led to improving the clarity of the tool and increasing its comprehensiveness. The final version of the questionnaire is shown in Appendix No. 1.

Reliability procedures: Reliability refers to ensuring that the results obtained from applying the tool will be consistent if it is applied to the same sample at different times. To ensure the reliability of the tool, the reliability of the tool was tested using Cronbach's alpha coefficient, where the questionnaire was applied to a survey sample, and the result yielded a value of 0.840, which is a high value indicating that the tool has strong internal reliability, making it suitable for use in the main study.

Hypothesis Testing

Advertising Experience and Descriptive Analysis:

Written advertising is one of the most prominent means used by companies to influence consumers and motivate them to make purchasing decisions. This study included a set of questions directed at respondents, which aim to analyze their opinions about their first impression of the advertisement, whether it was attractive, average, or unattractive. The extent to which the metaphor in the advertisement affects the emotional response of consumers, such as the desire to try the product, was also explored.

Through this descriptive analysis, the researcher seeks to understand the impact of figurative language on consumers' perceptions of advertisements, and how a metaphor can contribute to enhancing the marketing message and increasing the impact of the advertisement on purchasing decisions.

First hypothesis: There is a positive effect of using metaphors in written advertisements on social media in shaping consumers' first impressions, which increases their desire to try products and make positive purchasing decisions.

Table2. What is your first impression of the ad

Advertisement	Description of Advertisement	Answer level frequencies (%)			
		Very attractive	Attractive	Average	Not attractive
"Drink the coffee that wakes up your dreams every morning"	(A coffee cup is shown next to the brand logo)	96 (30%)	128 (40%)	64 (20%)	32 (10%)
"We gave your smartphone wings to fly!"	(A smartphone is shown with a visual effect of wings flying in the sky)	128 (40%)	112 (35%)	48 (15%)	32 (10%)
"The perfume that takes you above the clouds, where	(A picture of a perfume bottle with a cloud expressing a	144 (45%)	112 (35%)	48 (15%)	16 (5%)

beauty has no limits	refreshing and light experience).				
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Authors should discuss the results and how they can be interpreted from the perspective of previous studies and of the working hypotheses. The findings and their implications should be discussed in the broadest context possible. Future research directions may also be highlighted.

The results of Table 2 “What is your first impression of the advertisement” clearly reflect the effect of metaphors in written advertisements on social media on consumer behavior. By analyzing the impressions, the researcher finds that the use of metaphors contributes to attracting consumers’ attention and stimulating positive emotional responses that influence their purchasing decisions. For instance, in the advertisement “Drink the coffee that wakes up your dreams every morning,” 70% of the participants expressed a positive impression, indicating that the metaphor “wake up your dreams” evokes an emotional response that stimulates the consumer’s desire to try the product. Similarly, the advertisement “We gave your smartphone wings to fly!” it received 75% positive responses, as the metaphor “We gave your smartphone wings to fly” gives a sense of power and freedom, which increases consumers’ attraction to the product. The advertisement “The perfume that takes you above the clouds, where beauty has no limits” achieved the highest positive response rate (80%), and it appears that the metaphor “takes you above the clouds” enhances the mental image of the product as a symbol of luxury and a distinctive experience.

In sum, these results are in line with the study’s hypothesis that metaphors in written advertisements positively influence consumer behavior, as they elicit emotional reactions and contribute to motivating them to make positive purchasing decisions.

Second hypothesis: There is a positive effect of using metaphors in advertisements on consumers’ desire to try products, as suggestive metaphors enhance consumers’ emotional response and motivate them to make a decision to try the product.

Table3. After perceiving the ad, do you feel a desire to try the product?

Advertisement	Description of Advertisement	Answer level frequencies (%)			
		Yes, definitely	Yes	Sometime	No
"Drink the coffee that wakes up your dreams every morning"	(A coffee cup is shown next to the brand logo)	160 (50%)	130 (40.6%)	25 (7.8%)	5 (1.6%)
"We gave your smartphone wings to fly!"	(A smartphone is shown with a visual effect of wings flying in the sky)	140 (43.8%)	120 (37.5%)	50 (15.6%)	10 (3.1%)
"The perfume that takes you above the clouds, where	(A picture of a perfume bottle with a cloud expressing a	180 (56.3%)	120 (37.5%)	15 (4.7%)	5 (1.6%)

beauty has no limits”	refreshing and light experience).				
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Table4. Do you think the use of metaphor makes the ad more persuasive?

Advertisement	Description of Advertisement	Answer level frequencies (%)			
		Yes, very (52%)	Yes (40%)	Sometime (8%)	No (2%)
"Drink the coffee that wakes up your dreams every morning"	(A coffee cup is shown next to the brand logo)	170 (53.1%)	130 (40.6%)	17 (5%)	3 (0.9%)
"We gave your smartphone wings to fly!"	(A smartphone is shown with a visual effect of wings flying in the sky)	150 (46.9%)	130 (40.6%)	35 (10.9%)	5 (1.6%)
"The perfume that takes you above the clouds, where beauty has no limits	(A picture of a perfume bottle with a cloud expressing a refreshing and light experience).	180 (56.3%)	120 (37.5%)	15 (4.7%)	5 (1.6%)

The results of Table (4) confirm that the use of metaphors in advertisements greatly enhances their ability to persuade consumers, as figurative language contributes to increasing the attractiveness of the advertisement and strengthening its emotional and cognitive impact on the audience.

The advertisement "Drink the coffee that awakens your dreams every morning" received a high persuasiveness rate, as 93.7% of participants indicated that the metaphor made it more influential, of whom 53.1% found it "very persuasive", 40.6% saw it as "persuasive", while only 0.9% saw it as unpersuasive. It seems that the metaphor of "awakening dreams" enhanced the emotional experience of consumers, making the advertisement more influential.

Similarly, the advertisement "We gave your smartphone wings to fly!" obtained a positive response from 87.5% of participants, with 46.9% finding it "very convincing," 40.6% finding it "convincing," while 10.9% found it "sometimes convincing," and only 1.6% found it unconvincing. The "wings to fly" metaphor reinforces the idea of freedom and liberation, which enhances the positive image of the product.

The "Perfume that takes you above the clouds, where beauty has no limits" ad achieved the highest persuasiveness rate, with 93.8% of participants finding it convincing, 56.3% finding it "very convincing," 37.5% finding it "convincing," and only 1.6% finding it unconvincing. The

“above the clouds” metaphor reflects a sense of luxury and sophistication, which increases the appeal of the ad.

Based on these results, metaphors play a pivotal role in enhancing the persuasive effect of advertisements, as they contribute to attracting consumers’ attention and eliciting positive emotional responses, which increases the likelihood of them interacting with the product and making a purchase decision.

Fourth hypothesis: Conceptual metaphors in advertising significantly influence the consumer's emotional reaction to the advertisement.

To answer this hypothesis, the arithmetic averages of the conceptual metaphor paragraphs will be calculated to determine the extent of the impact of conceptual metaphors in the advertisement on the consumer's emotional reaction to the advertisement.

Table5. mean and standard deviation of Conceptual Metaphors

NO.	Sentence	mean	Standard deviation
1	Conceptual metaphors in the advertisement affect my emotional reaction to the advertisement and make me perceive the product differently.	2.69	1.52
2	I find that metaphors add a new dimension to understanding how to use the product in my daily life.	3.05	1.4
3	Conceptual metaphors help clarify benefits that may not be clear in traditional advertising.	3.66	1.04
4	Conceptual metaphors make me easily understand how to benefit from the product in my daily life.	3.45	1.54
5	Conceptual metaphors enhance my interest in the product displayed in the advertisement.	3.5	1.51
6	Conceptual metaphors make me feel excited to try the advertised product or service.	3.09	1.45
7	Advertisements that contain conceptual metaphors usually stick in my mind longer than advertisements that do not contain metaphors.	3.52	1.28

The results of Table (5) indicate that conceptual metaphors in advertisements play an important role in influencing consumers' emotional response, as the sentence that states "Conceptual metaphors help clarify benefits that may not be clear in traditional advertisements" obtained the highest arithmetic mean (3.66) with a standard deviation (1.04), indicating that consumers show that these metaphors enhance their understanding of the value of the product. The sentence that states "Conceptual metaphors make me more interested in the product displayed in the advertisement" also recorded a high mean (3.5), reflecting the role of figurative language in stimulating interaction with the product. The results showed that metaphors contribute to making advertisements more firmly rooted in the minds of consumers. Therefore, Ads containing

conceptual metaphors remain in my memory longer than ads that do not contain metaphors obtained a mean of (3.52), indicating that this technique helps enhance the sustainability of the advertising message. However, the sentence stating “Conceptual metaphors in advertising affect my emotional response and change my perception of the product” recorded the lowest mean (2.69), which may indicate that the impact of these metaphors varies depending on the nature of the advertisement itself and its suitability to the consumer audience. Based on these results, it can be concluded that the use of conceptual metaphors in advertisements enhances consumers’ understanding of the product, increases their interest in it, and contributes to the advertisements being fixed in their memory, which enhances the effectiveness of the advertisement in influencing purchasing decisions.

Fifth hypothesis: Conceptual metaphors in advertising increase the consumer's desire to try or purchase the product.

Table6. Mean and standard deviation of Consumer Behavior

NO.	Sentence	mean	Standard deviation
1	Conceptual metaphors in advertising increase the impact of the advertisement on my final purchase decision.	3.43	1.01
2	Advertisements that contain conceptual metaphors make me feel that the product is more valuable and important	3.69	0.98
3	Advertisements that rely on conceptual metaphors arouse my desire to purchase the product or service more.	3.87	0.89
4	When advertisements contain conceptual metaphors, they become more interesting, which enhances my overall impression of the product.	3.71	1.24
5	Conceptual metaphors provide a quick and clear understanding of the product or service, which contributes to accelerating my purchase decision.	3.63	1.12
6	Advertisements that contain conceptual metaphors make me feel an urgent need to try the product.	3.69	1.41
7	Conceptual metaphors arouse my interest in the product and increase my desire to learn about it closely.	3.00	1.23

The results of Table (6) show that conceptual metaphors in advertisements play a major role in enhancing the consumer's desire to try or buy the product, as the sentence that states "Ads that rely on conceptual metaphors arouse my desire to buy the product or service" obtained the highest arithmetic mean (3.87), which reflects the strong impact of this technique in motivating consumers. The data also showed that these metaphors make advertisements more attractive, and the sentence "When advertisements contain conceptual metaphors, they become more interesting, which enhances my overall impression of the product" obtained a high mean (3.71). In addition,

conceptual metaphors enhance consumers' perception of the value of the product, and the sentence that states "Ads that contain conceptual metaphors make me feel that the product is more valuable and important" showed an arithmetic mean (3.69), which indicates its role in improving the mental image of the product. It also contributes to accelerating purchasing decisions. The sentence that states, "Conceptual metaphors provide a quick and clear understanding of the product or service, which contributes to accelerating my purchasing decision" received an arithmetic mean of (3.63). As for the sentence, "Conceptual metaphors arouse my interest in the product and increase my desire to get to know it closely," it recorded the lowest arithmetic mean of (3.00), which may indicate that the effect of conceptual metaphors varies depending on the nature of the product and the advertisement. In general, the results confirm that the use of conceptual metaphors in advertisements enhances the persuasive effect, which increases the attractiveness of the advertisement and stimulates the emotional reaction of consumers, which is positively reflected in their purchasing decisions.

Sixth hypothesis: There is a positive relationship between the consumer's emotional reaction to the advertisement and the consumer's desire to buy or try the product at ($\alpha=0.05$).

To answer this hypothesis, the relationship between consumer emotional reaction to advertising and consumer willingness to purchase or try the product was examined using simple regression analysis.

Table7. Simple linear regression of Conceptual Metaphors in Consumer Behavior

Model summary	(ANOVA)				
R	R Square	F	SigF*		
<i>0.736</i>	<i>0.542</i>	<i>352.501</i>	<i>0.00</i>		
Coefficient					
	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std.Error	Beta		
constant	<i>1.467</i>	<i>0.121</i>		<i>12.163</i>	<i>0.00</i>
Conceptual Metaphors	<i>0.642</i>	<i>0.034</i>	<i>0.736</i>	<i>18.775</i>	<i>0.00</i>

The table shows the results of the simple regression analysis, and the result indicates that there is a strong and positive relationship between conceptual metaphors in advertisements and the consumer's emotional interaction with the advertisement and his/her desire to buy or try the product. Through the values obtained, the researcher finds that the correlation coefficient (R) is 0.736, which reflects a strong relationship between the two variables, while the R Square value of 0.542 indicates that more than half of the variance in consumer behavior can be explained by the influence of conceptual metaphors. The results of the F test (352.501) and its statistical significance (SigF* = 0.00) also confirm that the statistical model is strongly significant. As for the coefficients, the coefficient of conceptual metaphor (0.642) indicates that its use in advertising significantly increases the consumer's desire to buy or try the product. These results confirm that conceptual metaphors contribute effectively to increasing consumer interaction with the advertisement and enhance his desire to interact with the displayed product.

Conclusion

The results show that the use of metaphor in social media ads has a positive impact on consumers, as the ads become influential on their businesses. The results also indicate that ads that used metaphors such as "Awaken your dreams" "Give us the needs of flight" and "A perfume that needs you above the clouds" were able to focus and evoke useful emotional responses, which increased consumers' desire to try products and effective causes. These metaphors were not only influenced by emotional effects, but also contributed to enhancing persuasion, as participants perceive the ads that use metaphors as more persuasive, and more attractive than others. In other words, the results indicate that conceptual metaphors in advertising play a major role in shaping consumers' emotional response and understanding of the product in a different way, which enhances their effectiveness in influencing purchasing decisions.

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