

Influence of Advertising Appeals in Hotel Industry: Role of Emotional, Rational, Endorsement and Aesthetic Appeals

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Abstract

Background: The hospitality industry operates under highly competitive environment, where marketing and adverts influence the decisions of consumers significantly. Emotional, rational, endorsement, and aesthetic advertising appeals: the essential selling strategies to capture and draw in customers. Nevertheless, how far does either type of appeal affects consumers in the hospitality domain is largely unexplored and should be administrated empirically.

Objective: The study had two major objectives. First, examining the influence of social media advertising appeals (emotional, functional, endorsement, and aesthetic) on consumer buying behaviour with respect to hotel industry, and second, to examine the relative strength of identified social media advertising appeals (emotional, functional, endorsement and aesthetic) with respect to consumer buying behaviour in hotel industry. **Methodology:** This study was exploratory cum descriptive in nature. Responses were collected from residents of Raipur, capital city of Chhattisgarh; having age of 18 years or above, who had exposure to hotel advertisement or hotel services. This study employed convenience sampling method to obtain response from the 337 respondents. SPSS 21.0 was used for the analysis; multiple regression was utilized to test the hypothesis and exploratory factor analysis (EFA) was used to extract the factors. **Results:** The study extracted four factors emotional appeal, rational appeal, endorsement appeal, aesthetic appeal, on admissible range of Eigen values contributing 83.03% of total variance that contributes to consumer behaviour towards advertising appeals in hotel industry. The multiple regression analysis revealed that rational appeal is strongly correlated (strongest relationship) serving as one of the primary antecedents of consumer behaviour towards advertising appeals in hotel industry followed by aesthetic appeal, emotional appeal, and endorsement appeal significantly with model explaining substantial proportion of variance (0.64) in purchase decisions. **Conclusion:** The findings of the study show that emotional, rational, endorsement, and aesthetic appeals affect consumer decisions of the hotel industry with the highest impact made by emotional appeal. Hotels should focus more on storytelling and advertisements with visuals to enhance engagement. This study provides strategic framework for marketers to create the most effective ads and convert actions on bookings. We encourage future work to investigate whether the effectiveness of appeals differs by culture.

Keywords: Social media, advertising appeals, consumer buying behaviour, hotel industry, decision-making

Introduction

The hotel industry in India, a vibrant and rapidly evolving sector plays a crucial role in supporting country's booming tourism and hospitality economy. As competition intensifies and consumer expectations rise, hotel must distinguish themselves not only through superior service but

also through compelling advertising strategies. Advertising appeals a kind of advertising strategy used to attract, persuade, and influence customers. In addition, prior research on advertisement appeals primarily concentrated on rational and emotional appeals (Casais & Pereira, 2021; Kamalul

Ariffin et al., 2022; Vrtana & Krizanova, 2023). However, other types of appeals, such as endorsement appeals (Nazriah et al., 2022), and aesthetic appeals (Kumar et al., 2021), were not included in any of these studies, prompting researchers to reevaluate the original research. While most research has focused on more conventional forms of advertising, recent developments in digital trends have highlighted the necessity to investigate interactive social media ads (Lin et al., 2024). Therefore, the purpose of this research is to analyse the impact of four types of social media advertising appeals—emotional, functional, endorsement, and aesthetic—on consumers' behaviour with respect to hotel industry.

The dynamic hotel business is one of the prominent industry sectors, that are importing to aid India's booming tourism and hospitality economy. The incredibly diverse cultural heritage of India, increasing middle class and disposable income has led to increased travel both domestically and abroad among Indian citizens, leading to increased competition between hotel brands in India. With the competition getting fiercer and customers expecting more than just better service, hotels need to stand out by not just delivering exceptional service but also advertising better and more creatively. In this regard, advertising appeals provides message types that attract, persuade, and affect customers' decisions—are a major pillar of successful marketing campaigns.

Rational and emotional dimensions have been the focus of previous research on advertising appeals (Singh et al., 2024). Similarly, endorsement appeals (Nazriah et al., 2022) and aesthetic appeals (Kumar et al., 2021) have been less studied, posing a theorisation gap regarding their impact on the consumer decisions in the hospitality sector. Finally, previous research mainly focusses on traditional media, but the rapid expansion of digital media and social media changed the way how hotels communicate with their target audience. The rapid changing of electronic trends and interactive/technological wings have added new remedy in office and the plant of dwelling alive to advocating the influence of social media themed advertising on customer behaviour (Lin et al., 2024).

Emotional Appeal: According to Nazriah et al. (2022) emotional appeal is a persuasive element in advertisements that links a product to the audience's emotions in order to influence them to buy it. By evoking feelings and affectional

impressions that are subjectively consistent with the customers' ideas about the brand, this appeal helps them feel somewhat drawn to or connected to the commercial (Sarkar et al., 2019). This kind of advertising sometimes uses catchphrases, puns, or teasers to bring the company's personality to life via amusing material with emotional undertones, mentions, or emoticons, drawing in customers and making them feel connected to the brand (Garg et al., 2023). In an effort to elicit emotions from viewers, advertisers often use emotional appeal to offer convincing messages about their goods or brands. The use of verbal and nonverbal clues to elicit and sustain sufficient emotional reactions is a typical strategy for implementing this kind of persuasive activity (Sarkar et al., 2019). Thus, from the above discussions following hypothesis has been formulated:

H1: There is a positive relationship between emotional appeals in hotel industry and consumer behaviour.

Rational Appeal: Rational appeal pertains to the essential facts of the promoted items. This information is consistently pertinent to the items, including the components or chemicals used in their creation and the advantages customers may get from acquiring and utilizing them (Li & Cui, 2021). In advertising, "rational appeal" often means including details about the product that are intended to make a good impression on consumers. This helps to make the ad more informative and engaging, which in turn piques consumers' interest in the product (Trivedi et al., 2020). Consumers are swayed by rational appeals, which presents them with facts and logic. This helps them make evaluations and decisions about their purchase intentions, whether it is based on availability or comparing similar products from different brands (Ju & Jang, 2023). Additionally, rational appeal stands for the one-way channel of direct contact between companies and customers. Customers love the product details provided in the ads since it helps them decide whether the product is right for them and helps the ad stay relevant (Zimand Sheiner et al., 2021). Advertisements with a strong logical appeal are very effective in influencing customers' reactions to the product, particularly in live-streaming scenarios, according to prior study (Ma et al., 2023). Thus, from the above discussions following hypothesis has formulated:

H2: There is a positive relationship between rational appeals in hotel industry and consumer behaviour.

Endorsement Appeal: The use of famous people in ads to entice and inspire customers to make purchases is known as endorsement appeal (Nazriah et al., 2022). Any individual, famous person, or collective of individuals who have the power to sway public opinion in Favor of a certain business or product may do so by providing an endorsement. According to Chopra et al., 2021, the goal of using endorsements is to boost sales by drawing in customers, especially the celebrities' fan bases, who are more likely to buy the items. Peer endorsement is a relatively new kind of endorsement that has emerged as social media grows in popularity as a medium for advertising, especially among younger generations. Influencers, social content agencies, and content producers are all examples of everyday people that may be used as endorsements in advertisements via the practice known as peer endorsement (Fung, 2017). Vloggers may influence viewers' opinions and ultimately their purchasing behaviour by filming and reviewing things. Companies are increasingly collaborating with or sponsoring peer endorsers to create a trustworthy source that would inspire customers to purchase their goods. This illustrates that endorsement with peer endorsers is picking up steam in advertising (Yi et al., 2022). Thus, from the above discussions following hypothesis has formulated:

H3: There is a positive relationship between endorsement appeals in hotel industry and consumer behaviour.

Aesthetic Appeal: Aesthetic appeal denotes the attractiveness of an object as conveyed through visual representation. Prior studies indicate that aesthetic appeal pertains to the implementation of design elements in advertising media, including colour, form, shape, and texture, alongside concepts such as balance, contrast, composition, and harmony (Li & Li, 2022). It has been discovered that appealing to customers' sense of aesthetics may lead to favourable assessments of the products in question by stimulating their usage of those senses (Shi, 2021). Ads that appeal to many senses at once will progressively become more entertaining for viewers, who will find themselves drawn in and enjoying the experience. As a consequence, people started seeing the same ad over and over again, which influenced their favourable evaluations of the offered items and their subsequent purchases (Febriyantoro, 2020). Furthermore, results of earlier studies have shown that structural features of pictures like simplicity or symmetry might directly influence aesthetic reactions where consumers will define their respective responses to the images (Kostyk

and Huhmann, 2021). Thus, from the above discussions following hypothesis has formulated:

H4: There is a positive relationship between aesthetic appeals in hotel industry and consumer behaviour.

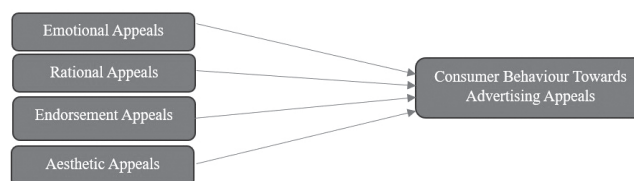


Figure 1: Conceptual Framework

Source: Previous Literature

Therefore, the current study seeks to investigate the effects of four social media advertising appeals i.e. emotional, rational, endorsement, and aesthetic on consumers buying behaviour in the hotel industry. Examining these different dimensions together allows the study explaining impact of advertising appeals use to influence customer perceptions and decisions in a hospitality market motivated by digitalisation.

Objectives:

- To examine the influence of social media advertising appeals (emotional, functional, endorsement, and aesthetic) on consumer buying behaviour" with respect to hotel industry
- To examine the relative strength of identified social media advertising appeals (emotional, functional, endorsement and aesthetic) with respect to consumer buying behaviour in hotel industry.

Methodology

Research Design: This study is exploratory cum descriptive in nature. This study explores and descriptively assesses the effects of emotional appeal, rational appeal, endorsement appeal and aesthetic appeal in hotel advertising on consumers buying behaviour. While the exploratory component captures the newly shaped facets of advertising appeals, the descriptive section quantifies their effects in an empirical setting.

Locale: Respondents were from Raipur, capital city of Chhattisgarh; having age of 18 years or above, who had exposure to hotel advertisements or hospitality services.

Sampling Design: The study used convenience sampling to

obtain respondents due to the low cost of access and the post-pandemic circumstances making data collection difficult. Inclusion criteria were males and females ≥ 18 years who submitted the questionnaire after being exposed to hotel ads (Online or offline) and have an understanding of fundamental knowledge of hospitality services. Respondents younger than 18 years of age, exposure to hotel advertisements, or incomplete/irrational responses were excluded from the analysis. Overall, 410 questionnaires were distributed and 337 valid questionnaires were reserved after data screening for final analysis.

Tools and Technique: A 7-point Likert scale was used to gather data from closed-ended questionnaires. Emails were used to disseminate the surveys. The items' content validity was determined, and pilot research involving 34 respondents was conducted to evaluate the reliability of the qualities while examining the language challenges. Only 337 of the 410 replies that the respondents submitted could be used. The study's items were modified and taken from earlier research (table 1).

Table 1: Construct with Items

Construct	No. of Items	Source
Emotional appeals	3	(Krey et al., 2019; Lacroix et al., 2020)
Rational appeals	3	(YÜKSEL, 2016)
Endorsement appeals	3	(Młodkowska, 2019)
Aesthetic appeals	3	(YÜKSEL, 2016; Lacroix et al., 2020)
Buying behaviour	3	(YÜKSEL, 2016; Li & Cui, 2021)

Source: Literature Review

Data Analysis and Statistical Analysis: The analysis was conducted using SPSS 21.0; exploratory factor analysis (EFA) was used to extract the factors, and multiple regression was performed to test the hypothesis.

Results and Discussion

This study analysed a total of 337 valid response. The respondents were from different age group and professionals represented from Raipur (Chhattisgarh). Most were in the 21–30 years (54.9%), 31–40 years (24.3%), and 20.8% were

over 40 years. In terms of sex, 52.2% were male and 47.8% female, giving a good gender balance. 45.4% graduates, 33.2% postgraduates, and the rest professional/vocational qualifications educationally. The occupation of the sample is students (38.6%), working professional (42.1%) and entrepreneurs/self-employed (19.3%) as shown in table 2 which confirms their different background level of exposure to hotel advertisements and hotel experience.

Table 2: Sociodemographic Profile of Respondents

Variables	Categories	Frequency (n=337)	Percentage (%)
Gender	Male	176	52.2
	Female	161	47.8
Age group (in years)	18–20	10	3.0
	21–30	185	54.9
	31–40	82	24.3
	Above 40	60	17.8
Education	Graduate	153	45.4
	Postgraduate	112	33.2
	Others	72	21.4
Occupation	Student	130	38.6
	Working Professional	142	42.1
	Self-employed/ Entrepreneur	65	19.3
Exposure to hotel advertisements	Yes	337	100
	No	0	0

Source: Author's field survey (2025)

Given $\chi^2 = 4181.630$, $df = 105$, $p = 0.001$, and a value of $KMO = 0.828$ (table 3), the value is above the suggested cutoff of 0.6 (Field, 2009). This suggests that additional principal component analysis can be performed on the correlation between the statements. EFA (table 4) demonstrates that each statement's standard factor loading is greater than 0.50 (Hair et al., 2010). Cronbach alpha (α) values are taken into account for internal consistency, and each construct's value is greater than 0.70, which is above the recommended limit and regarded as reliable (George & Mallery, 2003). After performing the PCA with varimax rotation, construct having

eigen value more than 1 is being retained (table 5)

Table 3: KMO and Bartlett's Test

KMO and Bartlett's test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.828
Bartlett's Test of Sphericity	Approx. Chi-Square	4181.630
	Df	105
	Sig.	.000

Source: Analysis Output

Table 4: Factor Loading and Cronbach Alpha

Constructs	Items	Factor loading
Emotional Appeal (EA)		
(Cronbach's $\alpha = 0.841$)	EA1	0.725
	EA2	0.600
	EA3	0.877
Rational Appeal (RA)		
(Cronbach's $\alpha = 0.874$)	RA1	0.873
	RA2	0.893
	RA3	0.880
Endorsement Appeals (EndoA)		
(Cronbach's $\alpha = 0.821$)	EndoA1	0.783
	EndoA2	0.862
	EndoA3	0.868
Aesthetic Appeal (AA)		
(Cronbach's $\alpha = 0.862$)	AA1	0.888
	AA2	0.866
	AA3	0.879
Buying Behaviour (BB)		
(Cronbach's $\alpha = 0.742$)	BB1	0.758
	BB2	0.802
	BB3	0.770

Source: Analysis Output

Table 5: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %

1	6.932	46.213	46.213	6.932	46.213	46.213	2.978	19.854	19.854
2	1.703	11.352	57.565	1.703	11.352	57.565	2.974	19.829	39.682
3	1.476	9.837	67.402	1.476	9.837	67.402	2.435	16.231	55.913
4	1.272	8.477	75.879	1.272	8.477	75.879	2.173	14.487	70.400
5	1.074	7.157	83.036	1.074	7.157	83.036	1.895	12.636	83.036
6	.779	5.195	88.231						
7	.389	2.596	90.827						
8	.267	1.783	92.610						
9	.240	1.598	94.208						
10	.231	1.537	95.745						
11	.166	1.108	96.853						
12	.144	.958	97.812						
13	.125	.834	98.645						
14	.106	.707	99.352						
15	.097	.648	100.000						

Extraction Method: Principal Component Analysis.

The correlation coefficient, denoted as 'R', was determined to be 0.640. This score indicates a statistically significant degree of predictability regarding customer behaviour in response to advertising appeals within the hotel business. The R² value of 0.409 (Table 6) signifies that 40.09% of the variability in the dependent variable (customer behaviour towards advertising appeals in the hotel business) is elucidated by the independent variables: emotional appeal, rational appeal, endorsement appeal, and aesthetic appeal.

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.640	.409	.402	3.78214

Predictors: (Constant), Emotional Appeal, Rational Appeal, Endorsement Appeal and Aesthetic Appeal.

The regression model was evaluated and analysed using (Table 6) to determine its suitability for the data. The independent factors presented in Table 7 demonstrate statistical significance, indicating their potential to predict consumer responses to advertising appeals within the hotel industry. The analysis indicates that the dependent variable is markedly affected by these factors, as demonstrated by the F statistic (4, 337) = 57.628, with a significance level of $P < 0.05$. Therefore, we can conclude that the regression model

described above is an appropriate fit for the provided data.

Table 7: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3297.382	4	824.346	57.628	.000
	Residual	4763.414	333	14.305		
	Total	8060.796	337			

Dependent Variable: Consumer behaviour towards advertising appeals in hotel industry

Predictors: (Constant), emotional appeal, rational appeal, endorsement appeal and aesthetic appeal.

Table 8: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.310	.725		3.186	.002
	Emotional Appeal	.179	.051	.169	3.509	.001
	Rational Appeal	.279	.052	.274	5.360	.000
	Endorsement Appeal	.125	.047	.138	2.657	.008
	Aesthetic Appeal	.231	.047	.254	4.960	.000

Dependent Variable: Consumer behaviour towards advertising appeals in hotel industry

We can see the p-value of 0.000, which is much less than the alpha value of 0.05 for Predictors: (Constant), Emotional Appeal, Rational Appeal, Endorsement Appeal and Aesthetic Appeal. (table 8) so, there is a significant relationship between the dependent variables and dependent variables and all the hypothesis has been accepted (H1 to H4).

Thus, the multiple regression equation for this study will be: Consumer Behavioural towards Advertising Appeals in Hotel Industry = 2.310 + 0.279 Rational Appeal + 0.231 Aesthetic Appeal + 0.179 Emotional Appeal + 0.125 Endorsement Appeal.

Table 8 indicates that consumer behavior towards advertising appeals in the hotel industry exhibits a robust correlation with rational appeal, which serves as a principal antecedent, followed by aesthetic appeal, emotional appeal, and endorsement appeal.

The results reveal that Rational Appeal appears to be the most significant predictor of consumer buying behaviour, which is consistent with previous research focusing on the overemphasis on rational information and logical persuasion in hospitality marketing (Casais & Pereira, 2021; Vrtana & Krizanova, 2023). This suggests that similar to other industries such as personal care or financial sectors, hotel consumers might prefer to think about service attributes such as service quality, price and gain, rather than emotions, when making their decisions, highlighting the importance of cognitive-based advertising appeals. The study revealed that advertising appeals exert a strong influence over consumer behaviour in the hotel industry. Emotive persuasion tactics such as ads that promote comfort, nostalgia or luxury are highly effective at lifting brand commitment through the roof and driving you to book.

The importance of Aesthetic Appeal resonates with the findings of Kumar et al. (2021), indicating that beautifully created and designed ads promote favorable sentiments and recall on the brand. Emotional Appeal also had a significant effect, consistent with prior research indicating that using emotional stimuli such as happiness, trust, and enthusiasm may promote consumer engagement and brand loyalty (Kamalul Ariffin et al., 2022).

Notably, Endorsement Appeal also showed a positive, but weaker relationship, which aligns with the findings by Nazriah et al. (2022), who claim that star or influencer endorsement increases credibility but have a weak effect in comparison to the quality of message and aesthetics of idea (message). Visual aspects of aesthetics, via aesthetic imagery and design, also make good first impressions and enhance perceptions of the quality of the hotel, particularly among the upper end of the market. In these, emotive and aesthetic appeals influenced customer engagement more, although rational appeals were more important for the final purchase decision making.

These findings reaffirm the complementary functional roles of cognitive (rational) and affective (emotional &

aesthetic) components of advertising on consumer behaviour. Therefore, this study fills the gap in the existing literature by employing multi-appeal dimensions, suggesting that given the socially concerned and digitally informed consumers of today, hotels should focus on integrated advertising that balances emotion and information, as the study demonstrates that these two appeals may be used together.

Theoretical relevancy of advertising appeals in the context of hotel industry is demonstrated, reflecting the role of various message strategies in impacting consumers' response and behaviour. Affective appeals appeal to the desires of travellers for comfort, nostalgia, and adventure, in relation to which the kind of affective response sought is relevance in the marketing theories of hospitality. Rational appeals, which emphasize concrete plus, such as price, facilities, and convenience, correspond with information processing models, highlighting cognitive evaluation in selecting services. Endorsement appeals, which use celebrity/authority figures to gain trust and confirmative effect to gain trustworthiness show that trust and expertise have an effect on the consumer. Aesthetic appeals (with an emphasis on visual beauty and companies' atmospherics) can further enrich environmental marketing frameworks, and demonstrate how sensory involvement might influence consumer preference and brand loyalty. Altogether, these appeals extend the scope of theories guiding consumer behaviours in hospitality, stressing that a desirable combination of emotional, cognitive, social, and sensory appeals can enhance perceived value and customer loyalty in a fiercely competitive service industry.

In the hotel and hospitality business, the ability to use a wide variety of advertising appeals really increases a hotel's conversion rates and booking responses. Emotions Stirring feelings and memories such as comfort, relaxation, and nostalgia inspire deep connections and allow for guests to picture themselves there – happy and satisfied in spirit. Rational is grounded in tangible, price-oriented, benefits they can enjoy, ultimately enabling rational travellers to make informed decisions. Celebrity or influencer endorsement appeals are another way to build trust and credibility - particularly useful when attracting new or international clientele. Visual stimuli offering up beautiful images of hotel architecture, facility and the destination capture attention and evoke aspirational wants. From a practical perspective, hoteliers should develop integrated marketing programs incorporating these appeals to effectively reach

different customer markets. For instance, the aesthetic and emotional appeals may be beneficial to the luxury hotels, and the rational appeal can be emphasized by the business hotels. By creating ads across platforms (such as social media, website and print) hotels can maximise exposure and impact, positively effecting brand perception and customer loyalty. sound strategic equilibrium achieves the greatest effect and the longest term competitive advantage.

Conclusion

The exploratory factor analysis, reported four factors within a reasonable range of eigenvalue, confirming that consumer response to advertising is multi-dimensional. Of the four appeals investigated, rational appeal was most strongly associated with consumer behaviour, suggesting that consumers are particularly sensitive to advertisements that highlight utilitarian attributes of hotel services in terms of practical, economic, and functional value. Aesthetic appeal, meaning good-looking and good-curated ads tickle the eyeballs and alter perception (Garg et al., 2023). Emotional Appeal was also moderately impactful as it illustrates how brand stories or evoking feelings of comfort, luxury, or adventure could be effective in building the brand (Casais & Pereira, 2021). Finally, endorsement appeal, which had the smallest impact of the four factors, but which was still positive, suggests that the use of celebrities or influencers can improve credibility and raise consumer interest. Therefore, whereas rational appeal is the most important driver of consumer perception and booking intention; The appeal type is found to be relevant in terms of influencing consumer perception after reading hotel industry advertisements on social media. Therefore, marketers in hospitality must develop key messages with obvious tangible benefits through strong visual and emotional appeal without using endorsements when applicable since these could overshadow more important information and dilute consumer trust in the brand.

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