



Emotional Storytelling in Advertisements:
Impact on Willingness to Purchase and
Effect on Consumer's Attitude towards
Brands

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Abstract

Advertising is evolving with society as technology advances. Brands rely on advertisements to promote their services or products. By creating a story, built around a service or product, brands appeal to consumers' desires and adapt to their needs with the aim of creating an impact on their willingness to purchase. Similarly, brands tend to build a strong emotional connection by displaying real stories where consumers self identify and relate. This dissertation investigates how emotional storytelling in advertisements affects consumers' willingness to buy and whether it has an effect on consumer's attitude towards the brand. To do so, this thesis used a qualitative approach and insights were captured through 12 interviews, all from Portugal. Results revealed that narrative advertisement drives consumers' purchase intention through storytelling, self identification and cultural cues. Thus advertisements that provoke the strongest emotional responses create a deeper consumer-brand relationship, there is no direct translation to immediate change in consumers' purchase behavior.

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Keywords: Advertising, Purchase intention, Storytelling, Willingness to Purchase

Resumo

A publicidade evolui com a sociedade à medida que a tecnologia avança. As marcas dependem da publicidade para promover um serviço ou produto. Ao criar uma história em torno de um serviço ou produtos, as marcas apelam aos desejos dos consumidores e adaptam os produtos às suas necessidades, com o objetivo de influenciar a sua intenção de compra. Da mesma forma, as marcas tendem a construir uma forte ligação emocional ao apresentar histórias reais com as quais os consumidores se identificam e se relacionam. Esta dissertação investiga como a narrativa emocional nos anúncios afeta a disposição dos consumidores para comprar e se tem efeito na atitude do consumidor em relação à marca. Para tal esta dissertação é uma abordagem qualitativa e capturou insights através de 12 entrevistas, todos de Portugal. Os resultados revelaram que a publicidade narrativa estimula a intenção de compra dos consumidores através da narrativa emocional, da identificação pessoal e referências culturais. Assim, embora os anúncios que provocam as respostas emocionais mais fortes criem uma relação mais profunda entre o consumidor e a marca, isso não se traduz diretamente numa mudança imediata no comportamento de compra dos consumidores.

Título: Narrativa emocional na publicidade: Impacto na disposição e intenção de compra do consumidor

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Palavras-chave: Publicidade, Intenção de compra, Narrativa, Disposição para comprar

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“I am exactly where I am supposed to be”. How beautiful it is to take on challenges that help us grow as individuals. This dissertation has helped me grow in ways that I could have never imagined. These past few months I have learnt and guided myself through these three golden rules:

Believe in yourself and the world is yours.

Your support system will believe in you even when you don't.

Life is too short so do everything intentionally and with purpose.

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Table of Contents

Abstract	I
Resumo	II
Acknowledgments	III
Table of Contents	IV
Table of Figures	V
Table of Tables	VI
1. Introduction	1
1.1. Research Questions.....	2
1.2. Academic Relevance.....	3
1.3. Research Structure.....	3
2. Literature Review	4
2.1. Marketing.....	4
2.2. Advertisement.....	5
2.3. Elaboration Likelihood Model.....	6
2.3.1. Elaboration Likelihood Model and Advertising.....	6
2.4. Emotions.....	7
2.5. Customer & Brand Engagement.....	9
2.6. Brand Attitudes.....	10
2.7. Purchase Intention.....	11
3. Methodology	13
3.1. Research Design.....	13
3.2. Participants.....	14
3.3. Materials.....	16
3.4. Procedure.....	19
4. Results	19
4.1. Consumers' Relationship with Coffee.....	19
4.2. Advertisement Definition.....	22
4.3. Advertisement Influence on Consumers.....	23
4.3.1. "Vizinhos" Ad.....	23
4.3.2. "O Café da Sua Vida" Ad.....	24
4.3.3. "Delta Q Iconiq" Ad.....	25

4.4. Emotions Triggered by Ads.....	26
4.5. Advertisement Influence in Brand Purchase.....	27
4.6. Comparison of Ads Influence.....	26
4.7. Storytelling in Ads.....	28
5. Discussion.....	28
6. Conclusion.....	30
7. Limitations.....	30
8. Bibliography.....	32
Appendix.....	34
Appendix 1	34
Appendix 2	37
Appendix 3.....	48

Table of Figures

Figure 1. Vizinhos.....	17
Figure 2. O Café da Sua Vida.....	17
Figure 3. Delta Q Iconiq	18

Table of Tables

Table 1. Interviewee Demographic Information.....	15
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1. Introduction

Emotions shape how individuals respond to the world and how they interact with others (Petty et al., 1986). These interactions may influence the way consumers form judgments about brands and decide what product to purchase (Petty et al., 1986). In advertising, emotions shape and impact how messages are received, recalled, and eventually acted upon (Batra & Ray, 1986). The use of emotional advertising has increased (Rizky et al., 2025), however, there is a lack of understanding to which specific factors contribute to the effectiveness of emotional advertising as a marketing strategy. There are specific key elements such as sound, imagery, or narrative that tend to impact consumer's response to a product or the brand itself (Zhang et al, 2022 as cited in Mehta & Bhada, 2024). Advertising campaigns increasingly rely on storytelling, using narrative that resonate on a psychological level rather than at a rational level (Petty et al., 1986). Unlike traditional advertising, which is created to prioritize product features, storytelling exploits emotions to build stronger and durable consumer - brand relationships (MacKenzie et al., 1986). This type of advertising can potentially foster a sense of loyalty that moves away from emotionless transactional interactions (MacKenzie et al.,1986). Yet, it remains unclear whether (and to what extent) the aspects of emotional advertising (e.g., narrative, sound, imagery) translate into measurable consumer outcomes, such as willingness to pay and purchase intention, which is discussed in the present study.

Coffee was the product selected in this study due to its widely daily consumption in consumer's routines and its association with social interactions. Additionally, coffee has a significant economic presence in global markets, where quality and differentiation speak for a premium pricing (Freitas et al., 2024). Consumer valuation is ultimately dependent on how quality is communicated and interpreted (Freitas et al., 2024). Using coffee as an illustrative case helps examine how marketing strategies, such as emotional or narrative advertising, may influence consumer's willingness to pay and purchase intention. Brands use storytelling to portray coffee as more than a beverage as it is a moment of connection and self identity (Freitas et al., 2024). For example, Starbucks is a coffee company with a global presence that has heavily evolved their marketing strategy to engage digitally, to enhance customer experience and consumer-brand relationships through technology that has translated into more than 7 million followers on twitter (Jin, 2024).

In Portugal, the brand Delta was founded in 1961 by Rui Nabeiro (Swiatkiewicz, 2017). Apart from being a predominant and well respected brand in Portugal, Delta demonstrates a strong focus on human values and rights (Swiatkiewicz, 2017). According to cause-related marketing strategy, brands who apply this strategy tend to improve their perception and reputation by communicating a strong commitment to social responsibility (Swiatkiewicz, 2017). Delta company differentiates itself from other Portuguese brands by supporting social and environmental causes which increase their market share (Swiatkiewicz, 2017). By being a family-owned business, who the founder was, carries a deep influence on the brand's culture which consequently has an impact on the brand's market performance (Swiatkiewicz, 2017). In this study, Delta is the selected coffee brand due to its rich history, deep consumer loyalty, and social impact as a family owned brand.

The current study will evaluate how specific positive emotions, particularly amusement and joy, shape consumer responses to storytelling-based advertising that aim to strengthen brand connection and performance. Joy is commonly connected with creativity and exploratory thinking (Ekman, 1992). This could potentially explain whether joy deepens engagement with narrative ads. As people feel joy, they tend to be more playful, creative and tend to be more curious to new possibilities (Ekman, 1992). Amusement by definition is the state of finding something funny (Ekman, 1992). Advertising research on humor suggests that humorous communication increases attention and improves audience involvement (Weinberger & Gulas, 1992). This emotion could potentially enhance how messages in ads are processed. By examining these two emotions, it can be assessed whether these affect consumer's attitudes towards a brand and its perception.

1.1. Research Questions

The current research is guided by four central research questions:

RQ1: How do consumers perceive storytelling ads to impact their willingness to pay?

RQ2: How important is emotional connection to the impact of storytelling adverts, in the perspective of consumers?

RQ3: How do consumers emotionally react to ads that aim to elicit different emotions?

RQ4: What aspects of an ad (music, aesthetics, etc.) do consumers consider more important in impacting their purchase intention?

Together, these questions aim to clarify the emotional mechanisms through which narrative advertising influences consumer attitudes and decision making. Additionally, how consumers feel when viewing adverts that portray different emotions. The insights will offer advertisers new opportunities to strategically reach more consumers or potentially develop tailored ads to each niche in specific markets.

1.2. Academic Relevance

Advertising has been researched extensively and its effects on consumer responses and engagement, however there is a gap on how narrative advertising by evoking specific emotions is impactful on purchase intention and brand perception. In particular, to what extent storytelling elements in advertising are significantly impactful in purchase intention and behavioral decisions remains to be explained. This study aims to investigate how narrative advertising, through cultural cues, self identification and emotional engagement, contributes to consumer-brand relationships and consumers' willingness to purchase.

1.3. Research Structure

This thesis is composed of an introduction, literature review, methods, results, and a discussion that includes core findings, limitations of this study and future recommendations. The topics of the literature review are the following: marketing, brand intention, engagement and attitudes, dual processing theory with specification of Elaboration Likelihood Model, emotions and how they are expressed in advertising. This is followed by the methodology, namely, research design, sample description, materials and procedure followed to conduct each interview. The data reflected insights from 12 semi-structured interviews that will be analyzed to understand how emotional advertising affects purchase intention and impact on willingness to pay. The following section presented the qualitative results that highlight findings from participants' responses. The discussion section linked the factual material part and potential limitations of this study. Additionally, it pointed out potential future applications for research extension as well as presented research relevance.

2. Literature Review

2.1 Marketing

Marketing is “the analysing, organising, planning and controlling of the firm’s resources, policies, and activities with a view to satisfying the needs and wants of chosen customer groups at a profit” (Kotler, 1967, as cited in Hunt, 1976, p. 18).

The concept of marketing is defined in different ways by scholars. Marketing was redefined due to the lack of social elements and an isolated focus on transactions (Barnels, 1968, as cited in Liu, 2017). From this lack, researchers have come to understand the importance of examining brands to consumer exchange because consumers' attitudes and actions aren't entirely dependent on the action of buying a product (Liu, 2017). Consumers tend to consider the relationship between the product as a whole, and the fairness and value of transaction (Barnels, 1968, as cited in Liu, 2017). Most recently, the American Marketing Association (AMA) defined marketing as an organized process that produces, promotes, and transfers value to consumers and society, connecting production with various consumer needs (AMA, 2013, as cited Liu, 2017). In simpler words, marketing explains how and why products or/and services are delivered from brand to consumers.

Previous studies proposed that business strategies have been influenced by marketing adoption as brands focus primarily on consumers by analyzing market needs (Borch, 1968, as cited in Liu, 2017). However, this idea was challenged as there was a gap between market needs and brands' ability to satisfy these needs due to market failure to identify consumers' needs, and brands' difficulty in identifying what product satisfies a certain need (Kaldor, 1971, as cited in Liu, 2017). However, excessive focus on consumer wants lead to innovation limitation as consumers tend to choose familiar improvements rather than pivotal changes (Liu, 2017).

At its core, marketing has been rooted in understanding how consumers process information by associating existing knowledge stored in memory with new information (Greenwald & Leavitt, 1986, as cited in Meyers-Levy, 1991). Furthermore, how consumers process this new information plays a crucial role in explaining how consumers interpret messages in advertising (Childers & Houston, 1984, as cited in Meyers-Levy, 1991). Consumers may interpret the same message differently due to their prior knowledge, beliefs and emotions (Liu, 2017) Potentially, how consumers may determine whether the message is true or not by the level of attention that they give to the message displayed (citation missing).

The way consumers process advertising influences their judgments on product or brand, which shapes brand attitudes (Meyers-Levy, 1991).

As business practices and technologies continue to evolve, the concept of marketing simultaneously undergoes constant transformation. It adapts to shifts in consumer behavior, digital innovation, and global market dynamics (Liu, 2017). Its meaning is not easily defined due to its complex dependency on these concepts and is shaped by the ongoing changes that influence how organizations create and deliver value (Liu, 2017).

2.2. Advertisement

According to Tyagi and Kumar (2004), advertisement is an indirect type of communication targeting multiple consumers, a group of people to convey a message. These authors note the word specifically translates to announce publicly and that it involves a brand paying to transmit information to a specific audience about the brand itself and their products through a variety of media outlets. The primary purpose is to be persuasive and to attract potential new consumers (Tyagi & Kumar, 2004). The following four components make up what advertising is: promotion mix, marketing mix, mass communication and message to buy (Tyagi & Kumar, 2004, p.4). In simple terms, these characteristics are how, where and what is communicated through advertisement. For example, according to Tyagi and Kumar, mass communication refers to the use of media channels, such as television and billboards, to reach a larger audience in a cost-effective way.

Emotional advertising aims to evoke response to enhance consumer engagement (Poels & Dewitte, 2006). Emotional responses are created through narrative advertising (Poels & Dewitte, 2006). Storytelling is a powerful approach that encourages consumers to be involved in a storyline rather than product elements (Escalas, 2004). As a result, ads that adopt storytelling through narrative processing reinforces consumer-brand relationships (Escalas, 2004).

Advertisement is considered crucial to win consumers over competitors in the market and has a significant impact on customer services (Rehman et al., 2019). Towards the future predictions, researchers believe advertising will solely depend on social media and paid ads (Ehlers, 2017 as cited in Rehman et al., 2019). Meanwhile, other authors believe it will rely on intelligent marketing automation (Rehman et al., 2019). Furthermore, the next section explains what ELM is and advertising can be understood using this model.

2.3. Elaboration Likelihood Model

The Elaboration Likelihood Model (ELM) was developed primarily to understand how information processing results in behavior change through attitude transformation (Petty & Brinol, 2011). The model's core idea is the elaboration likelihood continuum, which reflects the level of individual's cognitive effort according to how the message is relayed, where consumers' effort is dependent on motivation and cognitive ability.

According to ELM, consumers can process key messages through two routes, central and peripheral (Petty & Cacioppo, 1986; Brinol, 2012). The central route is activated when elaboration is high, meaning consumers carefully analyze the message, compare it to their existing knowledge and develop an attitude based on evidence and reasons (Cacioppo et al., 1986; Petty et al., 2003). This route is used when consumers intend to evaluate the product in a deeper manner and pay attention to the quality of the message (Petty & Cacioppo, 1986). In contrast, when elaboration is low, information is processed through the peripheral route, so consumers rely on simple mental cues such as attractiveness, music and visuals, rather than evaluating information in the messages (Cacioppo et al., 1986; Petty et al., 2003). Central route processing tends to generate attitudes that are more stable and the behavior is predictable, however, in the peripheral route each attitude is frequently temporary and easily altered (Petty et al., 2003).

Additionally, ELM explains how behavior of an individual is influenced by the level of cognitive processing applied to a message (Evans, 2008). Both systems operate together (Evans, 2008). This insight is particularly valuable in marketing and advertising, where consumers frequently rely on rapid, affect-driven judgments rather than logical evaluation (Evans, 2008).

2.3.1. Elaboration Likelihood Model and Advertising

ELM explains how people are persuaded and how persuasion creates strong attitudes that will persevere (Miniard et al., 1991). In advertising, the model proposes that persuasion can take place through two main pathways (Miniard et al., 1991): the central and peripheral route.

The first pathway, central route, involves careful and intentional thinking (Miniard et al., 1991). This implies that consumers pay close attention to the information in the advertisement, connect it to what is already familiar, and then assess the message in a

thoughtful way (Meyers-Levy, 1991). In the central route, consumers will evaluate features, functionality and benefits of products by using the cognitive processing of this pathway (Pan, 2024). The cognitive processing is triggered when each individual thinks about different aspects in the ad such as price, quality and product features (Pan, 2024). When using this pathway, consumers tend to develop a closer relationship with the brand as well as having a positive attitude towards the brand (Pan, 2024). It creates desire to buy.

In the peripheral route, consumers overlook the main message and focus on simple cues (Pan, 2024). In an ad, individuals focus on the music, humor and visuals which tends to create a positive attitude towards the brand (Pan, 2024). Consumers' emotional response is what forms their attitude towards a brand (Pan, 2024). Often this type of ad is used to rapidly influence consumers to buy and feel positively towards a brand (Pan, 2024). As an example, the use of physical beauty and celebrities has a massive impact on consumers' purchase intention (Pan, 2024). Celebrities can evoke emotional responses such as admiration or attraction that influence an individual's attitude.

As such, emotions are particularly important in the peripheral route because each emotion separately or together influences consumer's attitudes and willingness to buy (Pan, 2024). In order to understand where these routes are important, it is important to define emotions and which emotions exist.

2.4. Emotions

Emotions are fundamental to humans (Scherer, 2005). An emotion is a feeling rather than a thought, or deciding or even choosing to do a specific thing (Cabanac, 2002). It is often described as a mental state (Cabanac, 2002). However, an emotional experience must involve more than the feeling aspect as thoughts, how the body reacts and body movements have a significant impact on consumer perception of a brand (Cabanac, 2002). Charles Darwin and William James were the first scientists to study emotions where they focused on the six basic facial expressions (Cowen et. al, 2019). The six expressions were: anger, disgust, surprise, sadness, happiness, and fear (Cowen et. al, 2019). Furthermore, according to Keltner and Cowen's (2021) taxonomy research, there are 11 positive emotions composed of amusement, awe, compassion, contentment, joy, desire, pride, triumph, love, relief, interest.

The circumplex model of affect explains how emotions connect to one another, and their organization (Russel, 1980). Emotions can potentially be mapped into two dimensions, valence and arousal (Russel, 1980). Rather than viewing emotions as completely separate states, the circumplex model suggests they are systematically related, with similar emotions located close together and opposing emotions positioned across from each other on the circle (Russel, 1980). The dynamic model distributes the emotions along the x-axis and y-axis. The x-axis measures emotion valence from negative to positive (depressed to happy) and the y-axis measures the arousal of each emotion, high to low arousal (excited to calm; Patrut & Spatariu, 2016). This model revolutionized how scientists could compare emotions. For example, amusement and joy have a high level of arousal and a positive valence (Russel, 1980).

Emotional connection plays on narratives that evoke specific feelings and establish bonds between brand and consumers (Hong et al., 2022). Immersive experiences are a form of advertising that blurs the line between reality and narrative where consumers identify themselves in the story or at times involve themselves as being taken on a journey (Hong et al., 2022). These mechanisms, immersive experiences and emotional connection, combined explain why emotional advertising is outperforming rational messages in the modern markets (Hong et al., 2022). When emotional marketing is used, brands aim to build an emotional connection with consumers by appealing to memories and values (Sanchez, 2025). Effective advertising has messages that align with consumer's needs (Kotler & Keller, 2012, as cited in Sanchez, 2025). When shaping individuals' emotional perception of the brand, ads rely on visual features such as color, design and style of text (Budelmann et al., as cited in Sanchez, 2025).

Despite extensive research on emotions in advertising, quite often emotions are categorized as a general "feel good" state (Batra & Ray, 1986). This approach fails to account for how each emotion can influence the way consumers respond to a brand and their message. Additionally, each emotion has different levels of arousal and how likely that emotion motivates a behavior pattern or change, motivational strength (Watson et al., 1988). If they were grouped in one category there would be a lack of understanding on how they shape consumer's attitudes and perceptions of a brand's advertisement.

This study examines different types of positive emotions, joy, amusement, happiness and calmness. In particular, joy encourages playful and creative behaviours that push the

limits (Fredrickson, 2001). Amusement tends to arise when individuals encounter playful, non-threatening experiences (McGraw & Warren, 2010). According to McGraw and Warren (2010) this emotion typically arises from a mismatch between expectations and reality, which tends to be associated with humor or surprise. Contentment, corresponds to calmness in the study, is an emotion characterized by relaxation and savouring experiences (Fredrickson, 2001).

Keltner and Bonanno (1997) discuss how amusement plays a central role in social interactions by signaling safety and shared commonality and how it is an emotion that temporarily uplifts the mood and is associated with laughter. Recent studies have demonstrated that amusement is not a single fixed emotion but includes multiple shades such as mirth, silliness, and playful irony, reflecting a wider spectrum of positive emotional experiences (Cowen & Keltner, 2019). According to the Circumplex Model of affect, joy, amusement, calmness and happiness are all emotions positioned in the positive valence quadrant. However, joy and amusement are in the high arousal quadrant. Happiness reflects a moderate arousal as calmness represents the low arousal quadrant. This distinction is important, as arousal variation potentially influences an individual's. Hence, examining a range of positive emotions, allows this study to understand how different emotion arousal may influence consumer engagement with a brand.

2.5. Customer & Brand Engagement

Customer engagement is defined by how involved an individual is with a product or a brand (Brodie et al., 2011). There is an emotional, psychological and potentially physical investment from the consumer during the selection and purchase process (Brodie et al., 2011). Customer engagement is commonly associated in marketing with customer satisfaction and profitability of brands (Lim et al., 2022). It is a complex concept composed of three sections: cognitive (what consumers tend to think about the brand), emotion (what consumers tend to feel about the brand) and behavior (consumer's action towards the brand; Lim et al., 2022). As social media has rapidly grown over the years, customer engagement has gotten more attention. This attention has helped brands connect and strengthen their relationship through, for example, sponsored ads (Lim et al., 2022).

Brand engagement is “a consumer’s positively valenced brand-related cognitive, emotional and behavioral activity during or related to consumer/brand interactions” (Hollebeek et al., 2014, p. 154). In other words, it translates to how the consumer actively

interacts with the brand. Frequently, the interaction is conducted in a positive manner which occurs in three dimensions: cognitive (information retention and thought process), emotional (feeling) and behavioral (actions) responses towards the brand (Hollebeek et al., 2014). In addition, consumer interactions with brands can occur effortlessly through social media and ads (Hollebeek et al., 2014).

Consumers' involvement with brands promotes their self identity within the brands' identity and increases their purchase intent and product usage (Hollebeek et al., 2014). Brand engagement is crucial to predict outcomes such as brand loyalty (Pham & Avnet, 2009, as cited in Hollebeek et al., 2014), intention and profitability (Hollebeek et al., 2014). These outcomes are a reflection of deepened consumers' motivational connection to the brand, which subsequently increases brand usage and willingness to buy (Hollebeek et al., 2014). Consumers' motivation translates into choosing one particular brand over competitors (Hollebeek et al., 2014).

Brand engagement is strengthened through social media interaction and simultaneously this interaction has a positive impact on the consumer to brand connection (Likitha et al, 2021). Sharing impactful content, demonstrating how a product is useful and regularly updating consumers about the brand created a higher consumer to brand engagement (Fournier, 1998). Each interaction brings consumers closer to the brand as they hold more information about brand values and attitudes (Fournier, 1998).

2.6. Brand attitudes

Brand attitude is the consumer's view and evaluation about a brand (Low & Lamb, 2000; Singh & Banerjee, 2018). In other terms, how consumers view, feel, and think about a brand based on its core culture and values. This is dependent on two significantly important factors: cognitive and emotional (Singh & Banerjee, 2018). Cognitive factors are quality, value, reliability, and emotional factors are how consumers are made to feel by the brand (Chaudhuri, 1999; Singh & Banerjee, 2018). Understanding brand attitudes explains how consumers develop close connections with brands that directly affect their decision making on what products they will purchase (Chaudhuri, 1999).

Consumer's intentions and behaviours need to be in harmony with their attitude towards the brand as they become committed to the brand, impacting their willingness to buy (Low & Lamb, 2000). Often consumers become part of social media communities that can significantly threaten a brand's reputation and trust if messages and experiences do not align

with the brand's core values and are misleading the consumers (Low & Lamb, 2000). In order to understand in depth how consumers can positively or negatively feel about a brand, it is important to understand a brand's value, brand equity.

Brand equity refers to the additional value a product receives because of the positive perceptions and associations consumers have with its brand name (Chaudhuri, 1999). In other words, a brand can make a product more desirable and trustworthy in the eyes of consumers, regardless of existing alternatives. Chaudhuri (1999) explained how the added value commonly results from consumers' familiarity and emotional connection, which can positively influence their purchasing decisions and consequently loyalty. Brand equity can be viewed from two angles: the firm's and the consumer's (Chaudhuri, 1999); From the firm's perspective, it is assessed through market based indicators such as how much higher prices it is capable of charging in stores. From the consumer's perspective, brand equity is grounded in the beliefs, emotions, and associations that shape their relationship with the brand (Chaudhuri, 1999). Consumers may favor aspects such as price, promotion and how the product is distributed due to brand equity (Keller, 1993 as cited in Rao et al., 2023). Equity alone may and can strengthen the brand's worth and push for repetitive consumption, brand recommendation and willingness to pay more (Rao et al., 2023). However, brand equity is influenced by brand personality by enhancing a reaction from consumers (Rao et al., 2023).

The following section explains how brand engagement promotes consumers' purchase intention, identifies what is purchase intention and its importance.

2.7. Purchase intention

Purchase intention is defined as consumer willingness to acquire a specific product, brand and service (Yang et al., 2025). Consumer intention anticipates consumer's buying patterns and behaviors (Yang et al., 2025). Consumer's intention is influenced by their perception of value which in turn affects their buying behaviour. Value is not solely price dependent (Szybillo & Jacoby, 1974, as cited in Dodds et al., 1991). Perception is well documented as a stronger indicator of purchase likelihood as consumers evaluate products by balancing out benefits and costs (Dodds et al., 1991). Consumers tend to purchase the products that they believe hold a higher value than competitors products, which consumers tend to buy according to their needs (Elvarina & Murhadi, 2023). Furthermore, consumers need to feel an emotional connection with the brand and its products in order to buy more and stay content (Elvarina & Murhadi, 2023).

Wang (2023) buyer's value theory explains that an individual's perception is the determining factor to understand how consumers assess and judge the worth of purchasing a product. Prior to making a purchase, the consumer evaluates the product's value by evaluating social media reviews (Mehta & Bhada, 2024). This process reflects how consumer perspective shifts to the credibility and emotional tone of online feedback (Zhang et al, 2022, as cited in Mehta & Bhada, 2024). Social media reviews are an example that demonstrates changes in purchasing culture that have reshaped consumer decision-making (Abumalloh, 2018).

Advertising further shapes consumers' evaluation on product quality that influences purchase intention which directly affects willingness to buy (Monroe & Krisnan, 1985, as cited in Dobbs et al., 1991). Furthermore, advertising cues such as emotional appeals, brand image and extrinsic indicators mold how consumers interpret price, quality and cost (Dodds et al., 1991). This highlights how purchase intention acts as a predictor for investigating how emotional and perceptual cues in advertising affect consumer decision making.

3. Methodology

3.1 Research Design

This section will examine the three research questions of this thesis to understand whether different elements of advertising (particularly emotion, music, and storytelling), affect consumers' willingness to buy and perceptions on the chosen product, coffee. The present study adopts a qualitative research approach, with the core focus in understanding the influence of emotional advertising on consumer willingness to purchase, including how brand positioning in advertising affects consumers perspective.

According to Tenny (2022), qualitative research aims to explore and attain extensive understanding of real world phenomena by analyzing behaviors and perceptions of humans. Instead of relying on numeral data, it focuses on the how and why questions (Tenny et al., 2022). The core strength of this approach, according to the same author, is in its ability to examine and explain the fundamental developments and patterns of human behavior by allowing each individual to share their thoughts and experiences in a controlled setting or situation in context. In particular, Tenny (2022) notes that interviews are widely used due to their flexibility and long term viability for exploring complex or ethically delicate topics: These interviews may potentially be unstructured by adopting open ended questions in which

the interviewer adapts to participants' answers. However, there is a predetermined set of questions to ensure consistency among data collection (Tenny et al., 2022). In this study, semi-structured interviews were conducted.

The current study ensures a degree of control within the qualitative design by presenting three ads from the same brand. While these ads vary in their emotional tone and creative execution (usage of narrative style and emotion displayed), the brand remains constant. This approach allows this thesis to explore emotional responses while minimizing the influence of previously formed brand attitudes.

All interviews were audio-recorded, with participants' informed consent, using a digital recording device, such as an Iphone, to ensure accuracy of the data collection. The app used was voice memos. The recordings were stored in a computer file and, after each audio was transcribed using Evernote Software, the interviews were analyzed. Each translation was checked manually while listening to the audio. The data was evaluated using thematic analysis (Sandhiya & Bhuvanewari, 2024). Thematic analysis is a qualitative research method used to identify and analyse themes from the data collected (Sandhiya & Bhuvanewari, 2024). It allows researchers to investigate each experience and perspective in participant's interviews (Sandhiya & Bhuvanewari, 2024). Segments of text that reflected participants' emotional reactions and perceptions of the brand were assigned descriptive labels which were grouped into thematic categories.

3.2 Participants

The present study involved 12 people. Participants were recruited through convenience sampling among adult consumers with varied demographic backgrounds. All participants were Portuguese, with ages ranging from 22 to 60 years old. The inclusion criteria required that participants be at least 18 years old. Two participants were from the islands (P1 & P12). Overall, all 12 participants reported consuming coffee on a daily basis. There was a wide range of occupations as four participants work in the human resources department, two pharmacists, two militaries, one assistant, one project manager, one developer and one firefighter. Individuals were required to have prior exposure to online content, such as ads. Diversity in gender, age, and occupation was sought to capture a variety of perspectives on how storytelling in advertising is experienced emotionally. Participants

were not required to have prior knowledge of marketing or advertising concepts which ensured responses were spontaneous and reflected consumer behavior.

Table 1: Interviewee Demographic Information

Identification	Age	Gender	Occupation	Coffee Consumption	Duration of Interview
P1	31	Male	Military Pharmacist	Every day	39:19
P2	60	Female	Pharmacist	Every day	37:17
P3	31	Male	Veterinary	Every day	36:40
P4	22	Female	Assistant	Every day	30:18
P5	25	Female	Talent Acquisition Intern	Every day	30:03
P6	26	Female	Business Analyst	Every day	31:25
P7	28	Female	Human Resources Training & Development	Every day	25:16
P8	34	Female	Sr Associate Training & Development	Every day	25:00
P9	27	Female	Developer	Every day	30:23
P10	25	Female	Human Resources	Every day	32:11
P11	33	Female	Project Manager	Every day	31:02
P12	33	Male	Private Firefighter	Every day	31:02

3.3 Materials

The interview script was organized in six sections, each representing a specific purpose aligned with the three research questions. The first section served as the introduction of the study, and to establish whether the participant gave consent to take part in the study and for audio recording. At the beginning of each interview, participants were asked about age, occupation and where they were from. These questions collected information about their background. Additionally, participants were asked about their coffee consumption habits. This information helped understand their daily intake, brand of preference, attitude towards coffee and their experiences related to coffee.

The second section was an introduction to advertising, in which participants were asked about the general topic of advertising without revealing that emotional influence was being investigated.

In the third section, the advertisements shown in this study were selected from a famous Portuguese brand, Delta. Participants were asked an identical set of 12 open ended questions for each video. These questions were designed to identify emotional responses, how emotions influenced brand trustworthiness and perception. Rather than using rating scales, participants were asked to explain if they experienced specific emotions, such as amusement, joy or calmness, guaranteeing a higher level of each observation's quality.

The first video, Stimulus A, is titled “Vizinhos” (neighbors) and is approximately 45 seconds long. It is part of the “O poder de atração de um café” (The attraction power of a coffee) campaign. The link to the ad is <https://www.youtube.com/watch?v=Ldnbbtf3h3M>, directly from the Delta youtube account. The narrative focuses on two neighbours (one male and one female) who seem to be distant from each other. The male character wakes up from the smell of the coffee of a couple below drinking coffee on the balcony. The male character decides to attract his female neighbor by standing on the chair and letting the smell of coffee navigate to her through his balcony. However, she makes her way down to her family's balcony. The storyline emphasizes everyday life and how families gather around the table to share a meal in which coffee is part of the routine. Rather than relying on dialogue, the ad focuses on facial expressions, colorful visuals and non verbal communication. It symbolizes visual storytelling. The music is an upbeat melody with a feeling of happiness which is intended to evoke warmth, attraction, and intimate connection. The main message portrays coffee as a facilitator of human connection rather than a product. Figure 1 captures a frame of the ad, for illustration purposes.



Figure 1: “Vizinhos” (Neighbors)

Stimulus B, the second video, is titled “O Café da Sua Vida” (the coffee of your life) with a duration of 1 minute and 28 seconds long. The link to the ad is <https://www.youtube.com/watch?v=xnCyqZieySQ> and it is available on the Delta official channel. This ad is representative of the story behind Delta’s history and its mission to create a true Portuguese flavored coffee. A brand with more than 50 years that focuses on Portuguese culture at heart. The visuals demonstrate an intense natural lighting, particularly the presence of sunlight, however there is a lack of cheerfulness to which the ad evokes a sentimental tone. There are slow sequences which might translate to a calm emotional response. The storyline is narrated by a man while following the creator of the brand, which was famously known in Portugal, Rui Nabeiro. Figure 2 captures a frame of the ad, for illustration purposes.



Figure 2: “O Café da Sua Vida” (The Coffee of your life)

The third stimulus, C, is titled “Delta Q ICONIQ” with a duration of 30 seconds and represented the control stimulus. By portraying a product of the brand, a coffee machine, this ad adopts an informative style where there is no narrative to be followed. The music is fast paced as the visuals rapidly change and text appears to sell the machine. The link to the ad is <https://www.youtube.com/watch?v=2R7a4oFR66U>, from the Delta youtube account itself. Figure 3 captures a frame of the ad, for illustration purposes.

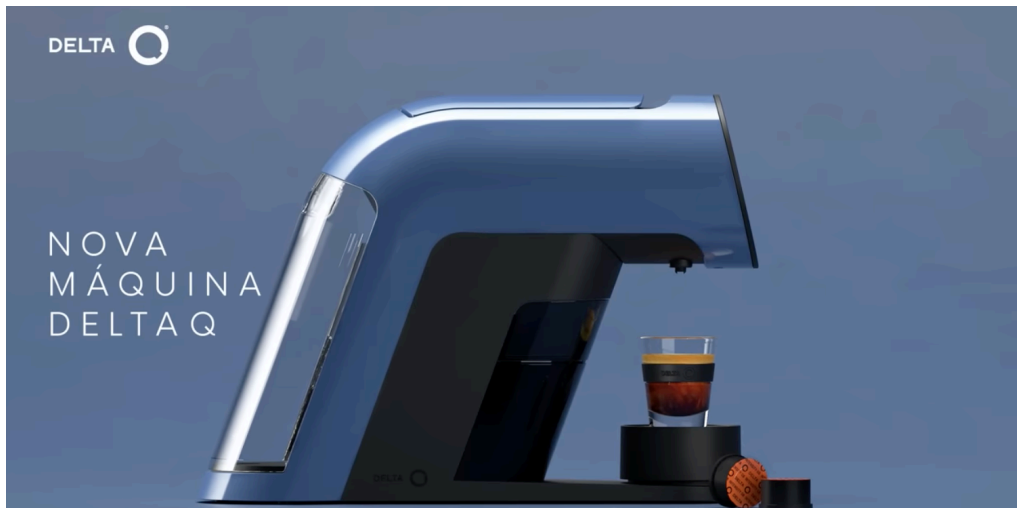


Figure 3: “Delta Q ICONIQ”

The fourth section of the script focused on directly probing interviewees on whether one particular ad had a stronger impact and its influence on brand perception and willingness to purchase the product of this brand.

In the very last section, participants were asked to reflect on emotional storytelling in ads in comparison to informative ads. Overall, this section explored how ads compared in influence and if that influence was heavily due to a feature or particular characteristic present in the ad. Participants were asked to define storytelling, how they viewed storytelling in advertisement and whether storytelling had an impact on their perception towards the brand. The next question of this section aimed to understand whether in general an ad was more impactful if a story was told or if it was purely informational. Lastly, this section touched on whether participants’ emotional response influenced their perception of the brand.

In the final section, participants were asked if they would pay more attention to the ads after participating in this study and if they had any questions and to close, I thanked each participant for their participation, honest answers and for sharing their experiences. The full interview script can be accessed in Appendix 1.

3.4 Procedure

Interviews were conducted individually, in person and on Microsoft teams. Each interview had a duration that ranged between 25 to 40 minutes with an average of 31 minutes and 40 seconds. The interviews followed a script that included open-ended questions organized around the research questions. Based on Tenny’s (2022) qualitative framework,

participants were encouraged to elaborate freely and give examples from their own experiences. The interviewer maintained a neutral stance, adopting the posture of an observer rather than a helper. To ensure variation in the exposure to advertising stimuli, the order of the three advertisements (Stimulus A, B and C) was presented in a varied order across participants. As the study integrated three videos from the brand Delta, there were six possible presentation orders (1,2,3; 1,3,2; 2,1,3; 2,3,1; 3,1,2; 3,2,1). To prevent order effects, each sequence was represented an equal amount of times which allowed for an evenly distribution across participants. Interviews were audio recorded with participants' consent and later transcribed for analysis.

Participants were informed that they could withdraw from the study at any point without providing a reason. No personal identifiers were collected in the transcripts. The advertisements used were shown strictly for academic purposes. After each interview, the audio recording from voice memos was transferred to google drive with no identification name for privacy purposes and at first it was transcribed manually by me to a separate Word document. However, due to time management Otter.ai and then Evernote software were used to transcribe the audio recordings. The separate Word document allowed for theme analysis and categorization of patterns in each question (Appendix 2).

4. Results

This section describes the findings of 12 semi-structured interviews conducted. The interviews followed a thematic analysis which focused on three main research topics: emotional response to advertising, narrative impact, influence on brand perception and willingness to buy. These findings are aligned with the research questions and to support the analysis direct quotes from participants are included in this section.

4.1 Consumers' relationship with Coffee

Regarding their coffee consumption habits, on average, participants stated that their first time drinking coffee was at the age of 18. Participants reported quite often that their consumption changed depending on their location, mostly between work and home. Participant (P2) noted “ when I'm working from home, I drink less coffee but if I'm in external meetings or in the office, I tend to drink more coffee or a higher number of espressos” and another participant (P5) stated a similar experience by saying that “it sort of depends where I am so it kind of aggregates not only social settings, but also work”. One

participant (P1) referred to coffee as their “companion”. When participants were asked about how many cups of coffee they drank a day, five participants stated only one, four stated two to three and lastly three participants drank more than three. For example, participant (P1) answered “I drink in a day between 5 to 8”, having the highest consumption of all participants. Participant (P12) scored the second highest by answering “ If I'm at work, around five-ish. Three, four or five”.

When looking at preferences, 11 participants preferred regular coffee over speciality coffee, lattes or cappuccinos. However, P8 was the only participant that preferred “specialty coffees” by indicating how “Starbucks caramel frappuccino would be my go to but I'm okay with an espresso as well”. On specific occasions, another participant stated appreciation for a cappuccino by saying “I do appreciate a lot cappuccino for example, not drinking so much cappuccino due to diet restrictions at the moment but I also love a cappuccino” (P2). Participants were asked about their go to purchase brand, and seven participants said Nespresso, three Delta, one Nescafe, one Starbucks and two no brand. One of the 2 participants who stated not having loyalty to a brand stated “ I enjoy the flavor of coffee so I drink a lot of brands and it’s not just one brand” (P5).

Regarding how participants viewed coffee as a necessity, luxury or an experience, 10 out of 12 participants (all except P8 and P11) believed coffee to be a necessity. P8 associated coffee as a social experience in Portugal and P11 believed coffee to be part of people’s “routine”. P1 said all three as “part of my day” and “sometimes my friends invite me at work and my colleagues because I have some colleagues at work, you know, and friends. And sometimes they invite me and have this social part”. P5 stated that “the amount of coffee I drink, I would say it's a necessity”. On the other hand, participants were asked how they used coffee, for example as productivity, habit or socializing. Seven participants noted they drink to be more productive. Two participants said all three (habit, socialized, productivity), two participants as a habit, two as socializing and one participant as something to enjoy. For example, P8 stated that they used coffee as “all three: Enjoyment, definitely social, especially in the Portuguese culture... definitely a habit too. I would say, because it's the first thing I do when I wake up. I know I'm gonna have my coffee”.

To understand how coffee consumption changes in individual’s lives, participants were asked to describe if their consumption had changed and how. Ten out of 12 participants (all except P4 and P8) expressed that yes their coffee consumption had changed over time.

Two participants (P11 and P12) indicated that when they changed jobs their consumption simultaneously changed. P11 explained “yes, especially because I had a job before where my routine was not, I didn't have a routine as I was flying as a cabin crew. So my flying schedules were totally different. So for a long period of time, I was drinking coffee whenever. Nowadays, of course, I drink coffee more in the morning and sometimes at night”. Meanwhile, P12 said “I used to drink more coffee and then I started having heartburn from the coffee so I quit and recently I changed jobs. I started drinking coffee more regularly but not as much as I used to because I used to have like 10 coffees a day and that was way too much so I cut it completely and then I started socially beginning to drink coffee again”. P8 that expressed no change explained that they have “been quite consistent, because I don't think coffee or caffeine affects me that much”.

Regarding the cultural influence in coffee consumption, participants were asked if coffee was part of their culture or family tradition. Eleven participants (all except P4) said coffee is in “DNA” (P3) of Portuguese people, and P8 expressed how they remembered their “parents [...] always having a coffee with family as well. So it's very much engraved”. Lastly, in this section, participants were asked whether their generation drinks coffee differently from other generations. Ten out of 12 participants (all except P6 and P11) agreed that their generation drinks coffee differently from others. However, P11 expressed how “the traditional way is still very deep in our culture and I think we do it the same way as the previous generations”. Additionally, P6 said “I think we all just drink a lot of coffee”. From the participants that agreed, P5 explained how their “generation would take more simple, not so fancy with like pumpkin macchiato”.

4.2 Advertisement Definition

To understand the participant sample perception on advertisements, participants were asked to define it. Participant (P5) defined as a brand “conveying a message in order for the consumer to buy the specific product that is targeted in the advertisement”. P2 expressed that “advertisement is a tactic that companies use to speak about their products in a way that drives a behavior from consumers. Also a tactic that educates people about a certain area and at the same time always trying to drive a behavior that usually is changing behaviors”. P6 mentioned “brands to make their products or their services known, not just as a product or a service but as something that is meaningful to people, something that they can see why they would use it so kind of understand how it would fit into their lives.

In this section, participants were also questioned about their attitude towards advertising and whether they paid attention to ads. All 12 participants expressed enjoyment towards advertisement. However, it is frequently dependent on the type shown. P5 stated that “The more creative it gets, I think, the more engaged. I don't think necessarily in a conscious way I'm heavily influenced by advertisements [...] Obviously, everyone is influenced. Either in a conscious way or in a subconscious way. So I rather enjoy it”. P11 said that “if there's a story behind or if there's humor behind. I think it's nice because it gives the brand more credibility, it gives the brand a position and you build your preferences because of the advertisement”. Regarding whether they paid attention to ads, 9 out of 12 participants (all except P3, P4 and P11) indicated that they paid attention to ads and the other three participants were divided as they expressed their interest in ads was dependent on their need to buy, time availability and the brand's intention. Some participants expressed how they “love advertisement” (P7 and P8) in which P8 clearly said “I definitely pay attention”. Additionally, P6 expressed that they “usually pay attention, just because I'm not one of those people that always has, for example, the TV on or my phone on. So when I do, I'm focused on that, and therefore I tend to see the advertisements”.

4.3 Advertisement Influence on Consumers

In Section 3, participants were shown three Delta advertisements and asked to describe what they observed, to identify the main message and whether any features stood out to them. Subsequently, participants were asked to report the emotions that each ad evoked.

4.3.1. “Vizinhos” Ad

All 12 participants were capable of explaining what they observed. Participant (P6) described the video as the following “we started by seeing the perspective of a few homes with different people in it, and then we got a closer look of a guy that was sleeping and woke up to get his coffee, and he seemed very happy to get his coffee in the morning. And I think it was kind of the smell because the windows were open, that his neighbor recognized the smell because she was working out or watering the plants in her balcony. And then she sensed the smell, and she was like, Okay, I'm gonna get some coffee. So she went into this place to get coffee”.

When participants were asked about the main message, eleven participants considered coffee as the connector among people (all except P11), which considered coffee as

"versatile" (P11). P2 reported that "coffee brings joy, brings happiness, and it's a fertilizer for a stronger relationship". P5 indicated that coffee is a "social tool" to create connections with other people. Additionally, P6 expressed how coffee could potentially connect them with neighbors as "I don't always know my neighbors, so it's nice to find something that can connect us, and maybe we could talk over a cup of coffee".

The ad contained a range of features that were consistently identified by participants. Three participants noted how the "happy colors" (P3 and P6) and "yellow vibe" (P12) stood out to them. Three participants reported the coffee smell in which P9 expressed how they "love coffee [...] the coffee smell is relatable to me". P3 said "they are showing the happy family, happy people and the strong smell that can travel from one floor to the other". There was another participant (P11) who identified the family aspect. Lastly, P6 and P9 reported hearing the "happy music".

4.3.2. "O Café da Sua vida" Ad

Participants were asked to describe what they observed in the ad. Participants were able to describe an older man illustrating the journey of Delta coffee, which solely a few identified the owner of the brand, Rui Nabeiro. P6 indicated that "we saw an older man going to probably meaningful places to him. So first the house, and then a group of friends, and then after that, we saw him go through, I would say, like the process of being in the fields where you can have beans, I would say, and then being in the factory where you could smell, he could smell the beans, so see all the parts of the process until you got the final product. So he went through all the stages. And then also, like a big focus, I would say, on the fact that he's probably Portuguese, and the coffee is also connected with that because of his nationality. And then at the end of the day, you saw him, like looking into the horizon and speaking about being on top of your dreams, and also him being on top of the building". Similarly, P2 noted that the ad showed "the owner or the CEO of the brand [...] sharing a piece of his life on day by day".

Participants were asked what their general impression of this ad was and its main message being portrayed. The results indicated that participants believed this to be portraying "the way his life was" (P6). P5 identified "the main and only participant in the advertisement being Rui Nabeira, as we said before, the founder, and him reminiscing about the beginning of Delta and going through all of his memories". P7 noted that the main message was about "

the history of how Portuguese can make good coffee even though we don't produce it, we can make a good coffee. It is something very national". Similarly, P10 noted that the core message is that coffee is "part of our culture. It's part of being Portuguese". It is also relevant to examine how many participants understood the ad's intended message of Portuguese pride, and whether they recognized Rui Nogueira, in which 7 participants (P1, P3, P5, P6, P7, P10 and P12) did recognize him. P5 noted that the feature that stood out to them the most was "the main and only participant in the advertisement being Rui Nabeiro [...] the founder, and him reminiscing about the beginning of Delta and going through all of his memories". Similarly, P7 stated two features that stood out "the history" and "the connection with culture having real people that work in the company itself specially the CEO". Additionally, P1 believed that their attention was captured due to "the presence of the CEO in the middle of his people" and P1 had previously discussed their "good opinion on Mr. Nabeiro" and knowing his story.

4.3.3. "Delta Q Iconiq" Ad

Participants were told to describe what they observed in the ad, their general impression, identify the main message and whether any features stood out the most during the ad. Participants observed "a very sophisticated machine, coffee machine" (P2). Similarly, P3 noted that "Delta is trying to sell a new machine. It's the new model that they are trying to sell". When participants were asked what was their general impression, all 12 participants expressed how technical and modern the machine featured looked. P11 and P12 noted that the machine had a "futuristic" design.

In this ad, the responses indicated that 4 participants (P3, P6, P10, P12) cared about the colors and the designs of the machine, as they stated the three colors, blue, white and black and a completely new design like a more dynamic, more technologic" (P3), 7 participants (P1, P3, P5, P7, P8, P9, P11) mainly focused on the technological features, such as "abilities of the machine" (P7), "sleek and modern" (P8), "drip tray" (P9) and "LED monitor" (P1). Additionally, P1 and P11 highlighted the speed at which the machine provides the coffee to the consumer as P1 stated "the 30 seconds to get a coffee, because when you want a coffee you don't want to wait so much".

When participants were asked about the main message, 4 participants (P2, P3, P6, P11) noted that the brand is "looking into the future" and how the brand is "probably the

latest in the market”. Three participants (P5, P9, P10) discussed how the brand is promoting the machine in which participant (P10) said “buy this machine because this machine is awesome and it will change the way you drink coffee”. Participants (P8 and P9) expressed curiosity to “see the machine” (P8) and “because of the name” (P9).

4.4. Emotions Triggered by Ads

Participants were asked to reflect on what emotions were evoked by each ad and whether the ads provoked 4 specific emotions (joy, amusement, happiness and calmness). Regarding the “Vizinhos” ad, when asked the open questions of what emotions the ad evoked, 4 participants (P3, P6, P7 and P8) expressed feeling happy. Two participants (P1 and P11) expressed feeling joy. Two participants (P3 and P10) reported feeling relaxed and 2 participants (P4 and P10) felt calm. Two participants (P2 and P12) denoted that the ad made them “feel good”. Lastly, P5 reported feeling a “sense of comfort”. There was one participant that showed no emotion and reported feeling “okay” (P9).

The following questions intended to ask participants specific emotions, such as amusement, joy, happiness and sense of calmness. All 12 participants felt amusement, for example, P2 reported that “it’s a funny one”. All 12 participants felt joy because of “the bright colors, the coffee smoke effect, the message behind the end, and the emotions conveyed by the characters as well” (P5). Additionally, all 12 participants felt happiness because of the “people, meal, sun, everything in the video was happy so I feel happy” (P7). Nine out of 12 participants (all except P2, P7 and P8) reported feeling a sense of calmness. P4 explained the effect of the music and simplicity of the advertisement made them feel calm.

Regarding the “O Cafe da Sua Vida” ad, when asked the open questions about emotional responses, 4 participants (P3, P9, P10, P11) reported feeling nostalgia. For example, P3 described feeling “calm, empathic, and like when you feel with old memories [...] nostalgic”, while P10 stated that they felt “kind of like nostalgic or like links to the place that I am right now. So it's like I'm part of this”. P8 reported feeling sadness because they remembered how “he passed away [...] so it’s emotional in the sense we really should enjoy life”.

When asking probed questions about the 4 emotions, 3 participants (P3, P6, P10) felt a sense of calmness. Three participants (P2, P5, P12) stated feeling “joy”, in which P5 noted it as a “very beautiful and meaningful” message being conveyed. Similarly, P2 discussed how

it made them feel “pretty well and confident”. Additionally, P1 and P5 felt pride as it made them feel “proud of being Portuguese”. In contrast, P9 reported feeling anxiety, explaining how they were “scared the guy would fall off the pool”. However, all 12 participants did not feel any happiness.

Lastly, for the “Delta Q Iconiq” ad, when asked how they felt, 11 participants (all except P6) expressed how the ad didn’t prove any “special feelings” (P2) and “was not my kind of advertisement (P12) when asked the open questions about emotional reactions. When participants were directly asked about amusement, 10 participants (all except P6 and P12) noted that they didn’t feel any amusement. All 12 participants indicated that they didn’t feel any joy, happiness or sense of calmness. P11 stated a “neutral” feeling when asked if they felt happiness.

4.5 Advertisement Influence in Brand Purchase

The results from the “Vizinhos” ad showed that participants had mixed feelings about whether this ad increased their likelihood to buy the brand. Only 6 participants (P2, P4, P5, P6, P7, P9) stated that they would buy the brand due to the emotional connection. P2 explained that it “makes me feel good about the brand” and how they felt compelled to share moments with others from this ad. P5 indicated the possibility of choosing the coffee in “the supermarket”. However, three participants (P1, P9 and P10) explained that they had no intentions on buying from this ad, for example, P1 responded “zero” to the likelihood of purchasing.

Regarding the ad “O Café da Sua Vida”, eight participants (all except P8, P9, P11 and P12) reported that the advertisement positively influenced their attitude toward the brand and increased their willingness to buy the product. For example, P1 noted that knowing “the person behind the scenes and behind the mind behind the product” made them feel more inclined to purchase the coffee. Similarly, P2 stated that the story “brings me trust on the brand [...] and makes me feel like I wanted to be part of that story.” P5 discussed the importance of the brand’s origin, “the work that is behind the brand” and its national roots, which made them “more willing to buy the product.” Also, P6 mentioned that after watching the advertisement they would remember who started the brand, creating a sense of personal connection, “like I know who he is [...] I’m gonna support him”. However, not all participants reported a change in attitude. P8 explained that they aren’t the target audience for

the advertisement to purchase this brand, while P9 stated no interest in purchasing or no attitude change.

Lastly, the results from “Delta Q Iconiq” ad indicated that 6 participants (P1, P3, P6, P9, P11 and P12) reported that they were willing to buy because it highlighted the machine’s features and designs. P3 noted that if they “get a new machine” then they would purchase “a tech machine”. However, the other 6 participants (P2, P4, P5, P7, P8, P10) reported that they didn’t feel compelled to purchase the machine. P5 noted that it was “a very standard advertisement”. When asked whether the ad influenced their attitude towards the brand, 6 participants (P1, P3, P6, P9, P11, P12) reported a positive influence, however 6 participants (P2, P4, P5, P7, P8 and P10) noted that it did not influence their perception of the brand. P8 appealed to how “it kind of seems like different brands” after watching this ad.

4.6. Comparison of Ads Influence

In Section 4 of the interview script, participants were asked questions regarding their preference among the 3 ads shown. First, participants were asked which ad had left the strongest overall impression on them. Ten participants (P1, P2, P3, P4, P5, P7, P8, P10 and P11, P2) reported that “O Café da Sua Vida” left the strongest impression. P8 noted how it pulls at the viewers “heartstrings” and P11 stated that it has the “stronger message [...] it shows that they are doing that with a purpose”. Similarly, P2 stated that it was “the strongest one because it’s more about how the story was told”. On the contrary, P9 believed “Vizinhos” left the strongest impression due to the “song” and “music”.

Second, participants were asked which evoked the strongest emotional response and 11 participants (all except P9) noted how “O Café da Sua Vida” ad had the strongest emotional response and 1 participant stated that for them was the “Vizinhos” ad (P9). P6 explained that it was “very nice to see people achieving their dreams” and P5 noted that it “made the connection more to my emotional side”. P12 noted how the “O Café da Sua Vida” ad appealed to “being human” and how the founder is “exposing himself” and the viewer is able to “empathize”.

Third, participants were asked to report which ad was the most engaging and the results were balanced between “O Café da Sua Vida” e “Vizinhos”, as 5 participants (P3, P6, P9, P11, P12) noted “Vizinhos” to be the most engaging and 5 participants (P1, P2, P4, P5,

P8) believed that “O Café da Sua Vida” was the one. P5 explained “if it gets engaging, I would say number three” (“Vizinhos”).

Participants were asked which they were most likely to remember later and all 12 participants said “O Café da Sua Vida” ad. P12 explained how they “don’t have any grandparents [...] I empathize more with old people and seeing an old person probably creates more of a bond”. P3 referred to the appearance of “the founder” as a reason to remember this ad the most. Additionally, participants were asked which ad would most likely impact them to purchase from Delta and which impacted their perception of the brand. Ten participants (all except P11 and P12) noted that “O Café da Sua Vida” ad would make them purchase. P2 and P10 noted “ the story about the brand” would drive them to buy. However, P12 noted that if they had to purchase then this ad is the one that “displays the coffee machine”. Regarding brand attitude influence, all 12 participants stated “O Café da Sua Vida” to influence how they perceive the brand, Delta. P10 explained they connected with the brand “because it’s more connected with the cultural part”. Similarly, P12 explained that this ad “gives a face to the name of the company” and demonstrates a human side.

4.7. Storytelling in Ads

In Section 5 of the interview script, participants were asked to define storytelling, identify how storytelling affects the perception of an ad and whether story-based ads impact emotions differently than informational ads. All 12 participants described storytelling in a similar manner. P5 defined storytelling as “is a way in which we can express a message to a certain public through a chain of events”. P2 defined it as “capacity for us to transmit an idea, to share an idea about an event, for sure, and to be able to be really very efficient in bringing evidence on facts” and P12 as “telling a story through something, through a medium, through an advertisement, through a book, through music”.

All 12 participants indicated that storytelling does affect how an individual perceives an ad. P5 noted how storytelling can make an ad “more engaging” and “easy to follow along. As you are curious where the story might lead, it makes the advertisement go faster”. P8 denotes how storytelling is the “backbone of advertising” . Furthermore, P10 explained how “you will buy a product just because or from a brand because you relate to that ad, to that storytelling” and how “storytelling can influence more when an advertisement tells a story or tells you something relatable”.

When participants were asked to report whether an ad that tells a story influences emotions differently rather than informational ads, 10 out of 12 participants (all except P1 and P3) believed a story does have a positive effect. P4 explained how it is “all about storytelling... Storytelling has a direct, very direct impact on emotions”. P7 indicated that an individual would “be more compelled to buy because you feel more identified buying the products to reach what you felt rather than the product itself. I think that’s why a lot of things that are not useful people buy it because it has a great story behind it”. However, 2 participants reported “mixed feelings” (P1) and being dependent “on the mood and the person” (P3).

5. Discussion

This study aimed to discuss how different advertising approaches influenced purchase intention and brand perception. The findings demonstrate clear distinctions between emotional storytelling ads and product informational ads, highlighting positive emotions, consumer behavior and attitudes.

Regarding the influence of storytelling, participants' responses noted the emotional connection evoked by two Delta ads, “Café da Sua Vida” and “Vizinhas”. Most participants explained how these particular ads represented relationships and demonstrated daily experiences had more impact than the “Delta Iconiq” ad which purely focused on the product features. However, among these two, “O Café da Sua Vida” was considered the one that ultimately carried the most story. It can be concluded that ads that use storytelling capture attention in an effective and impactful way which viewers feel more connected to the brand. The responses suggest that ads such as the two mentioned above that evoke emotions may strengthen consumers' engagement and connectivity to the brand. These results support existing literature by confirming that storytelling encourages consumers to be directly involved in the story by showing real people and day to day activities that an individual can identify with. The third theme observed was self identification through the display of everyday experiences, culture and history. All participants self identified, as they related to at least one or more ads shown in this study. “O Café da Sua Vida” ad displayed how cultural coffee is in Portugal in which participants proudly mentioned being Portuguese when asked to discuss this ad. “Vizinhas” ad reflected a different message by demonstrating what the life of many Portuguese people live every day. These two were considered the most memorable and engaging. The responses propose that advertising that transmits messages in which the audience can see themselves then individuals are more likely to feel seen and engaged.

In this study, one theme that emerged as relevant was cultural identification. Participants reflected an emotional connection to the “O Café da Sua Vida” and “Vizinhos” ads as it portrayed Portuguese culture towards coffee consumption and its importance in social daily lifestyles. These cultural cues reinforced emotional connection between consumer and brand, which suggested that these ads were effective to capture attention and trust from consumers. In addition, it created a sense of belonging. These ads demonstrated how cultural messages are significantly impactful by telling stories of daily experiences.

Regarding this study findings and how they correlate to the existing literature about ELM and Circumplex Model, participants didn’t differentiate emotions such as joy, amusement and happiness, the only difference reflected was calmness. This suggests that emotions with high arousal, joy and amusement were distinctly different from low arousal emotion, calmness due to their positioning within the Circumplex Model of Affect. These emotions are at opposite arousal quadrants in the model. As for ELM, emotionality did not directly translate into consumers’ purchase intention shows that coffee is not solely about peripheral route processing. This suggests how ads involved both processing routes.

Although, purchase intention is discussed in existing literature to be influenced by consumers’ perception of value. However, in this study participants rarely mentioned the value of the product regardless of their emotional connection to the ads shown. This suggests that consumers can feel emotionally connected to a product or brand but will not purchase due to lack of necessity or prior loyalty to another brand, a competitor in the market.

6. Conclusions

This study aimed to answer four research questions. For the first research question, focused on how consumers perceived storytelling and the impact on willingness to pay for the brand. The results showed that participants believed that an ad that tells a story drives purchase intention, however with a few conditions to how the consumers previously feel about the product in scene.

The second question discusses consumers’ perception by understanding how important emotional connection is in storytelling ads. This emphasized how important is the emotional connection evoked by the ads that clearly use storytelling for consumers to feel engaged and attentive, helping establish stronger bonds between consumer and brand

interactions. The results demonstrated that participants often connected strongly with ads that focused on Portuguese culture, personal stories and human experiences.

The third question discussed how consumers' react to ads that particularly intend to provoke distinct emotions. The results showed that ads are effective on how they made participants feel high arousal emotions, however there was a mismatch of emotion clarification which was demonstrated through the difficulty of participants to distinguish amusement from happiness or joy.

The last question discussed which elements of an ad had a significant impact on the purchase intention of consumers. The findings indicate that there must be a balance between storytelling, the use of music and imagery for the ad to be impactful. Most participants described how different elements had a clear role depending on the message being conveyed and for most part it was effective to drive participant willingness to buy.

Future studies should investigate different valence positive and negative emotions to fully determine how consumers' purchase intention is influenced when shown ads that convey positive messages versus negative messages. Additionally, using emotions that are further apart in the circumplex model in arousal, and not only on valence. In future studies, there should also be a distinction of each emotion in definition as amusement frequently categorized as joy or happiness by participants.

7. Limitations

In terms of limitations, I will highlight participants' honesty, brand favoritism and beliefs based on exposure. First, as the study relied on qualitative data, interviews were dependent on participants giving honest answers to each question. However, each participant potentially was influenced to positively respond a certain way due to being recorded. This created a response bias which is known as socially desirable responding (Van de Mortel, 2008). This means that participants may have tried to respond in a way that presented them in a beneficial manner. At times, it seemed that the participants were reluctant to say no to an emotion that they clearly didn't feel. Participants could potentially try to align with values, avoid criticism or general social weight (Van de Mortel, 2008). However, it is important to note that control ad, Stimulus C, didn't provoke positive emotions to all participants which means responses weren't completely distorted.

A limitation of this study was how participants were exposed to the same set of questions for each ad. This means how participants started answering with emotions that were previously talked about for the following ads. Although prior brand preference could be a potential source of bias, the results did not show any significant difference between participants who preferred Delta over the ones who did not. Additionally, the vast majority expressed that Delta was not the preferred Brand.

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Appendix

Appendix 1: Interview Script

Section 1: Introduction

Good morning / afternoon, and thank you very much for taking part in this study. My name is Sofia, and I am currently completing my Master's thesis. The purpose of this research is to explore how people perceive and emotionally respond to different types of advertising.

You will be shown three advertisements. After each one, I will ask you the same set of questions. There are no right or wrong answers. I am interested in your honest impressions and personal experiences.

Your responses will remain confidential and will only be used for academic purposes. You are free to stop the interview at any time.

Do you have any questions before we begin?
Are you okay with being recorded?

Section 2: Part 1: Introduction & Demographic Questions

1. Age
2. What is your occupation?
3. Where are you from?

Part 2: Coffee Consumption Habits & Experiences

1. At what age did you start drinking coffee?
2. How many cups of coffee do you drink per day?
3. Do you typically drink coffee at home, work or at cafés?
4. Do you prefer specialty coffee (lattes or flavored coffee) or regular coffee?
5. What brand of coffee do you purchase?
6. Does your work schedule affect your coffee consumption?
7. Do you view coffee as a necessity, luxury or a social experience?
8. Do you use coffee for productivity, socializing, habit or potentially enjoyment?
9. Has your coffee consumption changed over time?
10. Is coffee part of your culture or family tradition?
11. Do you associate coffee with social gatherings?
12. Do you think your generation drinks coffee differently from other generations?

Advertisement

1. What is an advertisement to you?
2. How would you describe your general attitude toward advertising?
3. Do you usually pay attention to advertisements, or do you tend to ignore them?
4. Can you recall an advertisement that left a strong impression on you? What made it memorable?

Section 3: Three advertisements were shown

Add shown

1. After seeing this advertisement, could you describe it to me? What happened?
2. What is your general impression of this advertisement?
3. What aspects of the advertisement stood out to you the most?
4. What do you think the main message of the advertisement was?

Emotional Response

1. How did this advertisement make you feel?
2. Did you feel any sense of amusement while watching it? What made you feel that way?
3. Did you experience any joy? What elements contributed to that feeling?
4. Did the advertisement create any sense of calmness?
5. Did you feel any happiness while watching it? What triggered that reaction?
6. Were there any other emotions you experienced?

Brand Impact

1. Do you feel this advertisement influenced your willingness to purchase the brand? In what way? or Why?
2. Did it influence your attitude toward the brand? How would you describe that influence?

Section 4: Comparison between three ads shown

1. Which advertisement left the strongest overall impression on you? Why?
2. Which advertisement evoked the strongest emotional response?
3. Which advertisement felt the most engaging?
4. Did any of the advertisements feel more like a story? If so, how did that influence your perception?
5. Which advertisement do you think you will be more likely to remember later? Why?
6. Which advertisement would you be most likely to purchase from? Why?
7. Did one advertisement influence your attitude toward the brand more than the others? In what way?

Section 5: Storytelling

1. What is storytelling to you?
2. In your opinion, how does storytelling (or the absence of storytelling) affect how an advertisement is perceived?
3. Do you think advertisements that tell a story influence emotions differently compared to more direct or informational advertisements?
4. Do you think your emotional reactions to an advertisement influence the way you perceive the brand? If yes, does it make the brand more trustworthy?

Section 6: Thank you & End

Thank you very much for your time and for your thoughtful responses.

Appendix 2: Interview Summary

In this section, each participant's interview will be displayed in a table with their responses to answer the question on the interview script accordingly (as shown in Appendix Part 1).

Section 1: Introduction

Good morning / afternoon, and thank you very much for taking part in this study.

My name is Sofia, and I am currently completing my Master's thesis. The purpose of this research is to explore how people perceive and emotionally respond to different types of advertising.

You will be shown three advertisements. After each one, I will ask you the same set of questions. There are no right or wrong answers. I am interested in your honest impressions and personal experiences.

Your responses will remain confidential and will only be used for academic purposes. You are free to stop the interview at any time.

Do you have any questions before we begin?

Are you okay with being recorded?

Section 2 - Part 1: Introduction & Demographic Questions

1: Age

P4: I am 22 years old.

2: What is your occupation?

P7: Human Resources Training & Development

3: Where are you from?

P3: I'm from Lisbon.

Part 2: Coffee Consumption Habits & Experiences

1: At what age did you start drinking coffee?

P5: I'm not exactly sure on the precise date, on the precise age, but I would say around 16, 17.

2: How many cups of coffee do you drink per day?

P7: Depends work week 2-3. Weekends less.

3: Do you typically drink coffee at home, work or at cafés?

P11: Both at home and at work and during the weekends or if I go to have some meals out, I will have it at coffees or restaurants as well.

4: Do you prefer specialty coffee (lattes or flavored coffee) or regular coffee?

P5: Most commonly, I just drink plain coffee. espresso, however I do enjoy certain, especially lattes, however I don't drink them as much, so I wouldn't say that I prefer them. They are reserved for more specific times.

5: Do you purchase coffee at national cafes or prefer to make it at home?

P9: Make it at home

6: What brand of coffee do you purchase?

P2: Usually I buy Nespresso. I have a Nespresso machine, so I tend to buy Nespresso.

7: Does your work schedule affect your coffee consumption?

P2: Yeah, it does. If I'm working from home, I have a more disciplined and controlled agenda, usually. And I do have coffee at the beginning of the day, immediately after breakfast. Or during the morning, I take a quick coffee break and then I have coffee. If I'm in the office, I tend to drink more coffee because I tend to drink with my colleagues and we might have more coffee breaks or have to walk from one meeting room to the other. And then it gives me the opportunity to go to the cafeteria very quickly and it's kind of a break that I give to myself and then I tend to drink more coffee.

8: Do you view coffee as a necessity, luxury or a social experience?

P1: For me coffee has three parts. It's part of my day and sometimes my friends invite me at work and my colleagues because I have some colleagues at work, you know, and friends. And sometimes they invite me and have this social part. And sometimes after work, maybe sometimes people invite me for a drink, but casually they invite me to drink a coffee. So I think it's all three things.

9: Do you use coffee for productivity, socializing, habit or potentially enjoyment?

P8: I think enjoy. I think all three. Enjoyment, definitely social, because there's always, especially in the Portuguese culture, the let's go for coffee, it's very common. So definitely social is the third one. Habit too. I would say, because it's the first thing I do when I wake up. I know I'm gonna have my coffee.

10: Has your coffee consumption changed over time?

P11: Yes, especially because I had a job before where my routine was not... I didn't have a routine as I was flying as a cabin crew. So my flying schedules were totally different. So for a long period of time, I was drinking coffee whenever, wherever. Nowadays, of course, I drink coffee more in the morning and sometimes at night.

11: Is coffee part of your culture or family tradition?

P8: Oh yes, for sure. It's very Portuguese. My parents, like from the beginning, I've always remembered them having a coffee with family as well. So it's very much engrained.

12: Do you associate coffee with social gatherings?

P3: Yeah, we even call, let's take a coffee to chat, even if we don't only take coffee. But yeah, I think coffee is the main target, like to go on meetings and chatting and have a life with people. So yeah, I could say yes.

13: Do you think your generation drinks coffee differently from other generations?

P7: I'm not exactly sure. I think that as you grow older, especially considering the country where we are in Portugal, I think it's very rooted in the culture. So I typically associate with older generations. However, I feel like it's ingrained to when we get older, we start to drink more coffee. So yes, in a way, but I think that younger generations do tend to drink coffee a lot as well.

Advertisement

1: What is an advertisement to you?.

P6: I would say advertisement is a way to reach people to for the brands to make their products or their services known, not just as a product or a service but as something that is meaningful to people, something that they can see why they would use it so kind of understand how it would fit into their lives. And also, I think it's a great way to get products or services that weren't as known otherwise, to reach more people.

2: How would you describe your general attitude toward advertising?

P5: I'm going to be completely fair and honest. I do enjoy advertising. The more creative it gets, I think, the more engaged. I don't think necessarily in a conscious way I'm heavily influenced by advertisements. But yeah, I'm not going to lie. Obviously, everyone is influenced. either in a conscious

way or in a conscious way. So I rather enjoy it. I don't think I'm that heavily influenced. I would say that's my statement.

3: Do you usually pay attention to advertisements, or do you tend to ignore them?

P3: I think it's just like half and half. Depends on the mood and depends on my interest. So if I don't like it, if I'm not in the mood, I just try to skip it. And if I'm like relaxed and I have time and I feel like, okay, let's see what is going on. On the planet right now, so I take time, I listen, I try to search more advertisements, more news about it, so yeah.

4: Can you recall an advertisement that left a strong impression on you? What made it memorable?

P10: I think in 2023 on the Christmas holidays or on Christmas time during the Christmas period Vodafone launched the commercial on TV, the title was, it's never too late to listen to your heart, something like that. a family gathering at Christmas and, one of the people from the family, a young man, I believe in his mid-20s, mid-30s, I don't know, brings his boyfriend for Christmas. And his aunt reacts like he's not very open about it, and doesn't speak to him directly. And then you see a flashback of her when she was young, that she was in love with a girl, but it was a different time. And she... Came separated with the girl, and they never spoke again. And then at the Christmas table, they're all having dinner, and then she sends her a text on Facebook saying, I never forgot you, something like that. And then she goes and speaks to her nephew, because it's her nephew, and says she's really proud of him. And that commercial made me cry. My mom cried watching it, so everyone I know cried watching that commercial. But I think most recently there's another commercial that I saw is from Skip, the cleaning brand, the cleaning products brand. And it's about periods, girls that practice sports and... Sometimes can not practice sports because they're on your period and they feel ashamed or judged. And it's about like every stain is part of the game. I think that's the name of the ad. Every stain is part of the game and every stain is part of who we are and it doesn't have to be a thing to be ashamed of.

Section 3: Three advertisements were shown

Ad 1 - "Vizinhos"

1: After seeing this advertisement, could you describe it to me? What happened?

P6: Yes, I think so. So we started by seeing the perspective of a few homes with different people in it, and then we got a closer look of a guy that was sleeping and woke up to get his coffee, and he seemed very happy to get his coffee in the morning. And I think it was like kind of the smell because the windows were open, that his neighbor recognized the smell because she was working out or watering the plants or whatever in her balcony. And then she sensed the smell, and she was like, Okay, I'm gonna get some coffee. So she went into this place to get coffee. And then also other little kids that were there as well. So and then at the end, they connected in a big title.

2: What is your general impression of this advertisement?

P3: Probably the brand wants to tell that the coffee can connect to people and get good vibes and can make people more friendly with each other and like enjoy the coffee in the morning is like important stuff for everyone and can make the people smile in the morning with the sense of coffee and the smell of coffee and i think the the company is looking to transmit that sensation you know.

3: What aspects of the advertisement stood out to you the most?

P6: I would say, the happy music, because it gets you into the same mood, I would say, the happy colors, and it's like a bright day. So you want to be outside with everyone, so you get the same feeling. And also, like you could see yourself in the shoes of different people. So for example, for me, when I saw him, like waking up, getting on his slippers and then getting some coffee and being so happy about it, I was like, That's me. But also the girl that was like, watering the plants, and was outside the balcony and was like, ah, some coffee would be nice. I can also connect with that.

4: What do you think the main message of the advertisement was?

P6: That coffee can connect a lot of people, or older people, maybe even neighbors that I don't know. I speak for myself, I don't always know my neighbors, so it's nice to find something that can connect us, and maybe we could talk over a cup of coffee and find other things that connect us as well.

Emotional Response to Ad 1

1: How did this advertisement make you feel?

P3: I could say that I feel relaxed and a little bit happy. I can sense that feeling through the sharing of emotions like smiling or relaxing enjoying the sun enjoying the backyard and the food.

2: Did you feel any sense of amusement while watching it? What made you feel that way?

P2: It's all together, I think. It's how the story was created, the script of the advertisement. I think it's a funny one. I think it's a great idea, the way the story was created. I think also all the colorful scenarios and the rhythm that the music has. I think It brings us a positive message and makes people feel good, I think.

3: Did you experience any joy? What elements contributed to that feeling?

P5: Yeah. The bright colors, the coffee smoke effect, the message behind the end, and the emotions conveyed by the characters as well.

4: Did the advertisement create any sense of calmness?

P2: Not so much. I felt more amused. No, not so much about calmness, but more about amusement, yeah.

5: Did you feel any happiness while watching it? What triggered that reaction?

P7: Yes, for the same reasons, people, meal, sun, everything in the video was happy so I feel happy.

6: Were there any other emotions you experienced?

P5: I said it before but I'll say it again, I think comfort.

Brand Impact to Ad 1

1: Do you feel this advertisement influenced your willingness to purchase the brand? In what way? or Why?

P11: I think a bit neutral on that. I think it's a good brand-building advertisement, but it's not about a specific product. The machine one shows me the product itself and if I think I need a coffee machine or I need to buy a new one, on that one I see the specific product and I think I can convert to buying very quickly if I see what the machine can do. For this one it's more for brand building I believe because it's more for what the brand defends and what they want to be.

2: Did it influence your attitude toward the brand? How would you describe that influence?

P6: Yes because now, like, if I'm going to my super usual supermarket or wherever. And if I see that brand, I will remember the ad, you know, so I will remember, like that happy feeling, that excitement, okay, I will get some of this coffee.

Ad 2 - "O Café da Sua Vida"

1: After seeing this advertisement, could you describe it to me? What happened?

P1: the advertisement I really enjoyed most because I have some very good opinion on Mr. Nabeiro. Because I know his story and I know what he did for his collaborators and the way he don't try to be greedy on profit so I really prefer this advertisement and I know it's an advertisement but I know It's real. I know they care about people.

2: What is your general impression of this advertisement?

P7: I love this because I love Rui. It is one of the best entrepreneurs that we have in our country. It's very rooted. In comparison, I feel very identified with this one. Because I'm Portuguese. I like it because it's very entrepreneur very care about the people has a big social impact and on the people on the company itself I think you donated part of the revenue so yes clearly I like a lot more this one.

3: What aspects of the advertisement stood out to you the most?

P5: I think the most obvious one is the participant, the main and only participant in the advertisement being Rui Nabeiro, as we said before, the founder, and him reminiscing about the beginning of Delta and going through all of his memories and truthfully taking a trip down memory lane, really.

4: What do you think the main message of the advertisement was?

P7: The main message was more about the history how Portuguese can make good coffee even though we don't produce that's true we can make a good coffee it is something very national

Emotional Response to Ad 2

1: How did this advertisement make you feel?

P11: Kind of like nostalgic or like links to the place that I am right now. So it's like I'm part of this.

2: Did you feel any sense of amusement while watching it? What made you feel that way?

P2: It's a kind of joy in a different way, I think. It's not really an amusement, but it's joy as well.

3: Did you experience any joy? What elements contributed to that feeling?

P6: Yes. I would say, because you get to look into the life of the owner, you see like the people that matter to him, the places that matter to him, and this is just another thing that matters to him. So how is it all connected. Like he's made of the places that he's been, the people that he's been with, but also the things that he has done, and what he has done, right is his business in the coffee.

4: Did the advertisement create any sense of calmness? What aspects influenced that?

P3: Yes, with every pace, every going in the same direction on the advertisement and the big fields that he showed, the calmness with his friends and everything like that.

5. Did you feel any happiness while watching it? What triggered that reaction?

P7: Yes, I recognise I know I feel identity. Identity towards the coffee because it's a Portuguese brand. I can see myself in the advertising. Rather than joy as happiness is a continuous state rather than peak. Long term emotion. More impactful.

6: Were there any other emotions you experienced?

P7: Certain sadness because I don't have another word. Not sadness but if they didn't continue I would be more nostalgic, a pity, a sentiment that really touched me.

Brand Impact to Ad 2

1: Do you feel this advertisement influenced your willingness to purchase the brand? In what way? or Why?

P1: More than the other one because this one is more about what I look for in a coffee that is quality and I think when you know the person behind the scenes and behind the mind behind the product, that makes me feel like buying this kind of coffee, yes.

2. Did it influence your attitude toward the brand? How would you describe that influence?

P9: Yeah, it felt more personal, more warming.

Ad 3 - "Delta Q ICONIQ"

1: After seeing this advertisement, could you describe it to me? What happened?

P10: it's like a video about a specific machine, a coffee machine, and it's promoting that coffee machine and presenting the aspects of the coffee machine, the features of the coffee machine.

2: What is your general impression of this advertisement?

P3: For me is most technical it's more like direct to the point what we if I was like in a brand is like what I have to give you and this is how it works so it's technical it's practical and it's high-tech it's the new brand machine coffee we have to offer and to sell to you.

3: What aspects of the advertisement stood out to you the most?

P1: I think the 30 seconds to get a coffee, because when you want a coffee you don't want to wait so much. So I think it's, for me, the only feature that interests me the most. Not the LED monitor.

4: What do you think the main message of the advertisement was?

P12: The main message I want to say is innovation, changing a machine they have and showing it like the new design, probably promoting the new design of the same machine.

Emotional Response to Ad 3

1: How did this advertisement make you feel?

P2: No special feelings to be honest with you so it's a quite cold advertisement in my perspective, it doesn't trigger a lot of feelings at least for me.

2: Did you feel any sense of amusement while watching it? What made you feel that way?

P4: No

3: Did you experience any joy? What elements contributed to that feeling?

P3: No, it's more like seeing technical stuff about the machine.

4: Did the advertisement create any sense of calmness? What aspects influenced that?

P11: Not really, the pace was quite fast.

5: Did you feel any happiness while watching it? What triggered that reaction?

P7: No, not specifically.

6: Were there any other emotions you experienced?

P9: Just curiosity to see the machine

Brand Impact to Ad 3

1: Do you feel this advertisement influenced your willingness to purchase the brand? In what way? or Why?

P12: If I needed one probably they they are showing the improvements to the machine they say exactly the new improvements what the machine does and they have different colors maybe I'll buy the black one because I like Probably the black coffee machine would look nice in my house. If I needed one, probably.

2: Did it influence your attitude toward the brand? How would you describe that influence?

P2: Not very much. And to be honest with you, this is the kind of advertisement that would not capture my full attention. It would be easily ignored because there's no hook to me. There's no story behind. It's just a machine being pictured.

Section 4: Comparison between three ads shown

1: Which advertisement left the strongest overall impression on you? Why?

P1: The second one because coffee is for people. When you get the coffee it's not for me it's not it's not just like colors and happiness and technology. Coffee is quality. It's flavor coffee it's a hot beverage that transmits you some well-being. And the second one, you can have the whole process and transmit some quality and respect. And I think I prefer to get this kind of feeling that quality is more important and people are more important. It's not just like profit or technology or colors. It's just like, it's very simple. Coffee is a very simple beverage. And I think it's not the message of just smile. It's just like some kind of trust you put in your brand that makes you buy it. Not the technology, not the colors, every brand can do it, but not every brand can get the quality.

2: Which advertisement evoked the strongest emotional response?

P12: Probably the second one. I think it's the more impactful one. Because the first one is just a generic coffee machine which a lot of companies can't just do but a tuning music over a new machine and the third one is is cute but i i would say the second one with the man from the company being human and exposing himself to his day today and being an old person who you can empathize with i think it leaves a bigger impression than the other two.

3: Which advertisement felt the most engaging?

P11: I think probably this last one with several contexts because you kind of see yourself doing many things like in different contexts so you're always looking for what's going to happen next so I think it gets more your attention.

4: Did any of the advertisements feel more like a story? If so, how did that influence your perception?

P7: The last one had more of a story about who created it and how they are now.

5: Which advertisement do you think you will be more likely to remember later? Why?

P12: Probably that one, because I don't have my grandparents. My grandmas and my grandfathers are all dead, so I don't have them in my life. People, I think, empathize more with old people, and seeing an old person probably creates more of a bond. I think that one is probably the most remarkable.

6: Which advertisement would you be most likely to purchase from? Why?

P12: From the three, probably the first one, because it displays the coffee machine and the others show the story of a man and an interaction between neighbors. Probably the first one, which is like the rough, here's a machine. If you like it, it's probably the product you want.

7: Did one advertisement influence your attitude toward the brand more than the others? In what way?

P2: The last one again, because it tells the story about the brand.

8: Do you think one had more of a story than the other?

P8: Oh, yes. Oh no, actually. Because if we're looking at stories, I think the first and the third one both had strong stories. It's just different approaches. One is a more emotional life story, the other one is more enjoyable and more fun.

Section 5:

Storytelling

1: What is storytelling to you?

P6: I would say, it's a way to get a message across. You have some, I would say, some points that you want to pass to the consumer in this case, so it's a way of showing it instead of like, just like slapping into the consumer's face, like, oh, I believe in this, this and that. No, you tell it's a way of showing people instead of telling them.

2: In your opinion, how does storytelling (or the absence of storytelling) affect how an advertisement is perceived?

P10: I believe when an advertisement tells a story, like for me, the last advertisement that you showed, it's like it can affect people because you feel more connected to that cause or that brand or that specific product. And then when you feel more connected, more empathetic, more nostalgic, When you feel more emotions, I think if they're not negative, if they're positive, if it brings you positive emotions, it can affect how you will buy a certain product. Maybe you will buy a product just because or from a brand because you relate to that ad, to that storytelling. And yes, storytelling, I think, can influence more when an advertisement tells a story or tells you something relatable. That you can easily relate to it can influence you to buy a certain brand or certain products.

3: Do you think advertisements that tell a story influence emotions differently compared to more direct or informational advertisements?

P1: Mixed feelings because in some kind of audience sometimes you just need to get the potentiality of the product And the other ones, sometimes you will buy it emotionally. So I think both are important. And I don't have a strong opinion in that because I think sometimes it's well and sometimes it's not.

4: Do you think your emotional reactions to an advertisement influence the way you perceive the brand? If yes, does it make the brand more trustworthy?

P8: I think so. Yes, for sure, it definitely affects the way I perceive a brand. If it's very, like, sterile. I don't think it's a good selling point. Yeah, especially when it connects to the history of the founder. Like, you really see like, oh, wow, this, this is a brand that has a good running so it's solid, it's established, and there's a bigger connection there. In this kind of story where it's more like trivial and more fun, you also see that there's a connection, but I think it would be more like to be part of that group.

4.2: If not, does price, product quality or reputation influence you more than emotions? If yes, which one?

Free questions

1: So you talked a bit about how we're moving into a more techie area. So do you think advertisements will change the way they are done, or do you think they will keep the human side of it?

P6: It needs to be a balance. Because now I think that you have, like, a spectrum of consumers, and you always have those ones that are like, Oh, maybe this, maybe that, but you also have the extremes. So you have a lot of different people in a more tech world, there are a lot of people looking at how brands are adjusting to it and adapting to it, also in a sustainable way. So I feel like that's important to a lot of people, and brands should show that, because especially in the younger generations, we really care about it. But also you cannot forget the human part of it. You have to have something that connects. And what connects these people is not machines. So I think it needs to be a balance. And depending on what they are trying to show, I think there's space for everything. You just have to choose wisely. For example, I think it makes a lot of sense to have a more techie advertisement for a machine. But then if I'm trying to sell the coffee and the experience, then I have an advertisement with people.

2: Do you feel like you will pay more attention to advertisements now?

P10: I think so, because I analyzed the three advertisements like I never analyzed any other advertisement before. So I think from now on, I will pay more attention to coffee advertisements specifically because of this interview.

3: So you are in the human resources, so there's the human part, but as we are going into the techie area, what do you think we should keep or that you think is still important even though we are moving into the tech world?

P10: I think if you replace real people like real actors in advertisements, with AI, it would be more impersonal. I believe it would not touch people the way actual human actors touch people and can tell a story. I know it's easier to use AI for these types of things and it's more focused, it's more targeted because you can target a specific audience with a specific AI-generated actor. But I think people would feel more empathetic, would feel more persuaded to buy a certain product or from a certain brand if the actors that are in the advertisements are human actors and not AI-generated.

4: When you go and purchase anything, it doesn't have to be coffee, but when you see someone experiencing it, do you feel more connected to the person or to the brand? Does it work in their favor having someone famous or do you rather have someone that is maybe just like a regular worker?

P10: believe that if it's like an influencer or a famous person advertising something on like or like working on a not paid advertisement it would not influence me as much as if like a colleague or someone i know or someone like a regular person from the street or at the supermarket it's like comes uh next to me and it's like ah this is really good you should try it because i tried it and I really liked it. I feel more influenced by people I know, people I deal with, or regular people on the street. Than from like um influencers actors like paid advertisements basically because i i feel like i'm being misled if someone is being paid to advertise something because they can genuinely like enjoy it and like the brand or like the product itself but they also can not like it and not enjoy the brands and the advertising it being and advertise it um because they're being paid.

Additional Comments

P1: It's very powerful for the brand and for delta uh in this case. I will confess it's not my favorite flavor. But since I know the story behind the brand, I'm really more... I i have more pleasure to buy it because i know i'm investing in our people i'm investing in portugal but i will confess sometimes i like more the flavor of other brands like espresso and some white brands like pink goose and something the products of a brand that cares about people I know the CEO has changed unfortunately and that for me causes some impact I don't know if the CEO now I know it's from his family.

P2: In my opinion, purchasing is driven by an emotional status. That's also why I think advertisement, having the intention on driving a purchasing behavior, it's more effective if it triggers an emotion.

P10: I don't have any questions, but I also remembered while I was thinking about the advertisements, I would choose the ones that stood out to me the most throughout the years. I was thinking, I remembered about one ad that was from Dior. It was from a perfume that is called J'adore. And it was a 2011 ad, I think. And it's like, uh, an actress, like, uh, uh, like going to a fashion show and, uh, walking, like she enters like the place where it's the fashion show. And she's like, I'm dressing going like, as she is going to the catwalk, she's like, I'm dressing, dressing, working on her hair. And, uh, that adds like, uh, as a child, as a, uh, like a teenager. That ad, like, I loved that ad. I loved every time that it went on TV because it, like, made me want to buy the perfume because it was, like, luxurious, glamorous. She was, like, going to a fashion show. She was, like, super carefree, super, like... Carefree super relaxed super like effortless and um i love those ads and those ads really stood out to me and i actually bought when i was older i bought that perfume just because of that ad. I really liked it

because I was fascinated by that ad so much that I wanted to buy the perfume. And I think that's some of the power of advertisement and that advertisement ads on people because an ad can make you, even if you don't want to, even if you fight it, sometimes you will want to buy a product just because it just saw a really good ad.

Section 6: Thank you & End

Thank you very much for your time and for your thoughtful responses.

Appendix 3: Informed Consent Form

Informed Consent Form

Welcome and thank you for participating in this study. I, Sofia Machado Dionisio, am conducting this interview as part of my Master Thesis at Católica Lisbon School of Business and Economics, under the supervision of Cristina Mendonça.

Please answer the following questions honestly. Your responses will be kept strictly confidential and anonymous. All information collected will be used for research purposes only. There are no risks or side effects from participating in this study.

Please note that at any time during the interview if you wish to leave, you can. I would like to ask for your permission to record this interview for transcription purposes.

The recording will only be used for research purposes. Is that okay with you?

By signing below, you confirm that you agree in participating in this study.

Signature of Participant

Signature of Researcher