

The Effect of Creative Advertising on Consumers' Purchase Intention

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Abstract: In the era of digital marketing, increasing social media saturation has made it difficult for traditional advertising to capture consumer attention, highlighting the importance of creative advertising. Guided by the Stimulus–Organism–Response (S-O-R) framework, this study examines how creative advertising influences consumer purchase intention through cognitive and emotional responses. A qualitative descriptive design was employed, using semi-structured interviews with 12 purposively selected adult consumers, with data analyzed through thematic analysis. Findings indicate that creative advertising captures attention and reduces psychological resistance through humor, storytelling, and novelty. It elicits positive emotional and cognitive responses, enhancing engagement, memory, and brand trust. These responses mediate purchase intention by shaping preferences and aiding decision recall. Additionally, creative advertising stimulates both planned and impulse-driven purchases by creating meaningful emotional experiences. The study concludes that creative advertising serves as a powerful psychological and behavioral catalyst, offering valuable insights for developing more effective and engaging social media marketing strategies.

Keywords: Creative advertising; purchase intention; consumer behavior; emotional response; brand trust; social media marketing.

1. Introduction

In today's highly competitive market, companies' marketing approaches are undergoing rapid transformation. Advertising, as a crucial bridge between businesses and consumers, has long transcended the simple delivery of information to encompass more than simply stimulating consumer interest, influencing emotional experiences, and shaping purchase intentions. Especially in the context of widespread digitalization and social media adoption, the importance of advertising creativity has become even more pronounced. Creative advertising not only captures consumers' attention but also builds brand awareness through unique presentation and content design, thereby directly or indirectly influencing consumer decision-making.

With consumer behavior becoming increasingly diverse and personalized, traditional advertising models are increasingly unable to meet market demands. Companies need to innovate and incorporate unique creative elements into their advertising to create a differentiated competitive advantage. Creative advertising not only resonates visually and emotionally but also strengthens consumer memory and preference for brands at a cognitive level. In this context, exploring how creative advertising influences consumer cognition, emotions, and purchase intentions has become a crucial topic in both corporate marketing strategies and academic research.

The rise of social media has provided new avenues for the dissemination and interaction of creative advertising. Consumers are not only recipients of information but also agents of interaction and sharing, enabling advertising's influence to continue to expand through social networks. This highly interactive environment places higher demands on advertising design and offers a new perspective on the mechanisms by which creative advertising influences consumer behavior. Understanding how advertising creativity impacts consumers at both cognitive and emotional levels, and further influences their purchasing decisions, is crucial

for companies to develop precise marketing strategies and enhance their brand value.

1.1. Literature Review

In recent years, global advertising spending has continued to grow, making advertising a key tool in corporate market competition. "Creative advertising" has gradually become a focal point of attention. The academic community generally agrees that creative advertising is not only an effective means of attracting attention but also a key factor in enhancing advertising effectiveness [1].

Creative advertising is generally defined as an advertising format that is original, innovative, novel, and unique [2]. It transcends conventional presentation techniques, sparking consumer interest and imagination, and fostering positive brand-related emotional experiences. Research shows that creative elements can enhance consumers' memory and favorability of advertising content, thereby increasing purchase intention and likelihood of decision-making [3]. This impact is not only reflected in the sensory aspects of the advertisement, but also in consumers' overall perception of the brand image.

Creative advertising, leveraging its unique advantages, can leave a profound impression on consumers. Compared to traditional advertising, creative ads stimulate consumer insight, enabling them to better remember products [3]. In an environment where consumers face advertising information overload, creative advertising has become a research hotspot due to its stronger appeal and recognition. In particular, in utilitarian consumer categories such as aviation, how advertising creativity influences consumer purchase intention has become a pressing issue.

Academia has yet to reach a fully agreed definition of advertising creativity. Jiang et al. (2024) pointed out that advertising creativity is the innovative, unique, and differentiated characteristics reflected in the planning and presentation of advertising [4]. It can break consumers' expectations and arouse their interest and emotional

resonance. Pryshchenko et al. (2019) further emphasized that creative advertising is not only reflected in the content level, but also in the innovation of form and communication methods, such as the use of multimedia, cross-border collaboration, and immersive experience [5].

Scholars generally agree that creative advertising possesses the following core characteristics: Originality: Emphasizing differences from existing advertising to avoid homogeneity. Novelty: Stimulating consumers' sense of novelty and desire for exploration. Emotionality: Evoking emotional resonance through narrative, symbolism, and visual representation. Cognitiveness: Not only attracting attention, but also helping consumers better understand and remember product features.

Research generally finds that creative advertising can significantly increase consumer attention. Jiang et al. (2024)'s empirical research shows that creative elements (such as humor, plot twists, and unique visuals) significantly increase ad click-through rates and viewing time [4]. For consumers experiencing information overload, creative advertising provides a way to "break through the noise." Advertising creativity often influences consumer attitudes by stimulating positive emotions. Advertising creativity not only helps attract attention but also enhances brand recognition and memorability. Pryshchenko (2019) found that incorporating visual creativity and narrative elements into airline advertising significantly increased consumer recall and preference for airline brands [5]. With the development of digital communication, social media has become a key vehicle for creative advertising. In fact, social media has become a core platform for advertisers to explore creative content and engage with users, and its importance within the overall marketing system is increasingly prominent.

Social media platforms offer unprecedented scope for the practice and application of creative advertising. First, their multimedia nature significantly enhances the expressive power of advertising. Compared to traditional ads using single text or static images, social media allows companies to showcase creative elements through a variety of formats, including images, videos, short films, interactive mini-games, and augmented reality (AR), making ads more visually and sensory-impactful. This immersive and diverse approach helps spark consumer interest and enhance the memorability of advertising messages. Second, the platform's high interactivity fosters emotional communication and word-of-mouth diffusion (Wawrowski & Otolá, 2020) [6]. Consumers are no longer merely passive recipients; they can participate in the dissemination of ads through actions such as likes, comments, and shares, thus shifting from "ad viewing" to "brand co-creation."

In this process, creative advertising not only directly influences consumers' cognitive and emotional responses but also amplifies its impact through social sharing. When consumers actively share advertising content in their social circles, the ad transcends traditional "one-way communication" and creates a "multi-directional diffusion" network effect. This dissemination mechanism empowers creative advertising with greater penetration and sustainability. For example, if an airline's creative short film resonates emotionally with passengers, it can potentially be disseminated secondary through social media platforms, enhancing brand image and brand recognition among a wider audience.

The data analysis and targeted delivery capabilities of social media also offer the potential to maximize the

effectiveness of creative advertising. Companies can target advertising based on user interests, behaviors, location, and other characteristics, making creative content more targeted and relevant. The combination of targeted delivery and creative expression not only improves advertising reach but also enhances consumer acceptance and trust in advertising content, further influencing purchase intention. Social media provides a comprehensive platform for creative advertising that combines expressiveness, interactivity, and diffusion. In this environment, the function of creative advertising is no longer limited to information transmission; it has become a crucial tool for promoting consumer engagement, building brand relationships, and enhancing market competitiveness (Mirzayev & Tergembay, 2025) [7].

Although existing literature demonstrates the important role of creative advertising in influencing consumer purchase intention, several research gaps remain. First, existing research has largely focused on the definition and characteristics of creative advertising, lacking empirical research focused on specific industries. With the increasing prevalence of social media and AI-powered advertising, the effectiveness of creative advertising interacting with emerging media requires further research.

Creative advertising, with its innovative and differentiated characteristics, can effectively influence consumers' cognitive, emotional, and behavioral responses, thereby driving purchase intention. The S-O-R model and the ELM model provide important theoretical support for this mechanism, and the rise of social media has further strengthened the value of creative advertising. While existing research has achieved some results, there are still deficiencies in industry application and theoretical integration. A systematic and in-depth study of the impact of creative advertising on consumer purchase intention is not only of academic value but also of significant guiding significance for corporate marketing practices.

Research gap: With the advent of the digital era, as people's lives have become deeply integrated with social media platforms, social media marketing has emerged as a mainstream strategy for businesses to promote products and build brand awareness. Existing research tends to focus primarily on exploring the macro-level necessity of social media marketing, or on making simple comparisons of its relative merits and drawbacks against other marketing methods; however, it lacks a detailed dissection of how to achieve its efficient utilization. Technological shifts have transformed the logic of advertising dissemination from a unidirectional flow to a bidirectional one, introducing two critical dimensions: user agency and control. Yet, current literature has not yet fully elucidated how these two control mechanisms interact with one another and subsequently influence users' psychological perceptions and behavioral responses [8]. At the level of creative content, existing studies often treat advertising creativity as a monolithic variable, lacking in-depth analysis regarding the differentiated impacts of its various dimensions. The perspective that distinct dimensions of creative elements may influence purchase intentions through divergent psychological pathways remains a relatively under-researched area [9].

1.2. Theoretical Framework

In terms of the theoretical framework, the Stimulus-Organism-Response (S-O-R) model is widely used to explain the mechanism by which advertising creativity influences

consumer purchase intention [10]. According to this model, advertising creativity, acting as an external stimulus (stimulus), triggers cognitive and affective responses (organisms) in consumers, ultimately translating into purchase intention or behavioral responses (response) [11]. Previous research has confirmed that creative advertising can promote more positive consumer purchasing attitudes by evoking positive emotions, stimulating interest, and reducing psychological resistance [12].

1.3. Significance of the Study

With the rapid development of globalization and digital marketing, the advertising landscape underwent profound changes. Traditional advertising formats often struggled to leave a lasting impression on consumers, particularly in highly competitive and homogeneous industries like the airline industry. Therefore, how to effectively enhance consumer cognition, emotional experience, and purchase intention through creative advertising became a critical issue for both businesses and academia. This study explored the mechanisms by which creative advertising influenced consumer purchase intention, offering several key insights.

On a theoretical level, this study offered new perspectives for advertising, consumer behavior, and psychology. Existing literature had largely focused on variables such as the amount of information in advertising, persuasive strategies, or brand effects, while systematic research on creative advertising was relatively limited. By introducing the S-O-R model and the ELM model, this study clarified the pathways by which creative advertising influenced consumer cognition and emotion, and revealed how creative advertising, as a peripheral cue, exerted influence in low-involvement product categories. This study not only expanded the research on the relationship between creative advertising and consumer psychology but also provided a reference for the local application and cross-industry promotion of relevant theories.

On a practical level, this research provided empirical support for companies' marketing strategies and advertising design. With the prevalence of social media and digital platforms, the means of disseminating creative advertising had become increasingly diverse. Creative advertising not only captured consumers' attention in a short period of time but also created a "secondary communication effect" through emotional resonance and interactive sharing, expanding its impact. By deeply analyzing the mechanisms by which creative advertising influenced purchase intention, this study provided airlines and other service industry companies with more targeted advertising recommendations, such as how to leverage visual design, narrative strategies, and emotional appeal to enhance consumer brand recognition and purchase intent.

This research contributed to promoting innovation and rational development in the advertising industry. As an integral part of social and cultural communication, advertising creativity not only carried commercial value but also subtly influenced public consumer perceptions and values. Exploring the effectiveness of creative advertising fostered a healthier and more positive communication orientation for the industry, enhancing the social responsibility and cultural value of advertising. Furthermore, the research findings provided guidance to governments and industry regulators, helping to ensure a balance between creativity and regulation within the advertising industry.

1.4. Objectives of the Study

This study aims to examine how creative advertising influences consumer purchase intention within the context of social media, guided by the Stimulus–Organism–Response (S-O-R) framework. It specifically investigates how creative advertising functions as an external stimulus that captures consumer attention and reduces psychological resistance to advertising. Furthermore, the study examines the cognitive and emotional responses elicited by creative advertising. It also seeks to determine how creative advertising contributes to the development of brand trust and favorability through perceived quality, aesthetics, and expressions of social responsibility. In addition, the study explores the mechanisms through which these cognitive and emotional responses mediate purchase intention, particularly in influencing preference formation and decision recall. Finally, it investigates how creative advertising stimulates both planned and experiential, or impulse-driven, purchasing behaviors among consumers.

2. Methodology

2.1. Study Design

This study employed a qualitative descriptive research design. The participants primarily consisted of adult consumers of various age groups residing in Chongqing. Participant selection adhered to objective and non-discriminatory procedures to ensure fairness. To systematically investigate the underlying mechanisms through which creative advertising influenced consumers' purchase intentions, we designed an interview protocol based on the S-O-R model and relevant theoretical frameworks. Upon completion of the preliminary draft of the interview protocol, it underwent revision by the supervisor. The Graduate School subsequently validated the protocol to enhance its utility and relevance, ensuring its comprehensibility and applicability to the target sample. During the interviews, the purpose of the study was explained to each participant; furthermore, clear instructions and informed consent forms were provided to ensure compliance with ethical standards. The collected textual data were aggregated and analyzed to identify key themes, thereby elucidating the pathways through which creative advertising influenced purchase intentions.

2.2. Sample/Population of the Study

Interview participants were selected using purposive sampling based on specific criteria. Participants were required to be adult consumers aged between 18 and 60, to possess stable employment and sources of income, and to demonstrate the capacity for independent financial decision-making. The sample was drawn from a representative shopping mall in Chongqing, China; this location was chosen because it attracted a diverse consumer base—spanning a wide range of ages and exhibiting varied purchasing power and shopping habits—thereby facilitating the collection of diverse data and ensuring the representativeness of the research findings. In total, 12 consumers from various age groups were selected for the interviews conducted in this study. Individuals who did not meet the eligibility requirements were excluded: minors, full-time students, and adults who were financially dependent on others were not included in the study, with the aim of eliminating potential influences on the validity of the research results that could arise from a lack of independent budgetary

control.

2.3. Data Gathering Tools

This study employed semi-structured, one-on-one interviews as the primary method for data collection. The interview content was designed based on the S-O-R (Stimulus-Organism-Response) theoretical model, primarily covering five core themes: basic consumer demographics, habits regarding exposure to creative advertising, dimensions of advertising perception, emotional and cognitive responses, and the purchasing decision-making process. During the actual interviews, the interviewer flexibly adjusted questioning techniques and follow-up inquiries based on the specific flow of the interview and the depth of the respondent's answers.

To ensure the validity and reliability of the study, the interview protocol was submitted to relevant academic research institutions for ethical review and instrument validation prior to formal implementation. Based on feedback received from the academic supervisor and a panel of experts, the researcher revised the interview protocol to ensure it aligned closely with the study objectives and that the questions were phrased in clear, accessible language, tailored to the comprehension styles of local consumers.

2.4. Data Gathering Procedures

Prior to formally commencing the interviews, the interview protocol underwent rigorous ethical review and validation of its instrument validity. The researcher obtained the necessary permission and consent from the management of the target shopping mall, authorizing them to conduct one-on-one interviews with consumers within designated areas. The entire interview process was designed to ensure the scientific rigor and methodological soundness of the data collection, incorporating various safeguards to guarantee data reliability, protect interviewee privacy rights, and ensure the security of stored information.

Before the interviews began, the researcher briefed the participants on the study's objectives, the specific procedures involved, and how the collected data would be utilized; they subsequently obtained written informed consent from each participant.

Participants were explicitly informed that all interview content would be fully anonymized and that they retained the right to withdraw from the study at any stage of the research process.

During the interviews, the researcher employed a semi-structured approach; this methodology allowed them to remain focused on the core research question—the mechanisms through which creative advertising exerted its influence—while maintaining sufficient flexibility throughout the interview process.

The interviews were audio-recorded to ensure the completeness and accuracy of the captured information. All interview data underwent a de-identification process to remove sensitive personal details, such as specific names, professional affiliations, and contact information.

All audio recordings and interview transcripts were stored on encrypted hard drives, with access and usage strictly restricted to members of the research team.

Upon the completion of data collection, the researcher employed thematic analysis to categorize the interview data and extract key research themes.

2.5. Treatment of Data

This study focused on exploring the specific impact of creative advertising on consumers' purchase intentions, and a targeted interview outline was designed accordingly. In the data analysis phase, a topical analysis method that combined flexibility and rigor was employed. This method involved repeatedly reviewing the interview transcripts to identify and aggregate similar semantic patterns in the text, thereby extracting the core research themes and achieving a systematic interpretation of the qualitative data.

2.6. Ethical Considerations

In this study, the principles of academic research ethics were strictly followed to ensure that the rights and interests of all participants were fully protected. All respondents participated in the questionnaire filling on the premise of informed consent, and the research purpose, usage and confidentiality measures were clearly stated. The questionnaire data were anonymous during the collection, storage and analysis process, and the personal identity information of the participants was not recorded to ensure privacy. The principle of voluntariness was strictly adhered to during the research process, and participants could withdraw from the study at any time without incurring any responsibility or loss. In addition, the researchers remained objective, truthful and transparent in the data analysis and result reporting, and prevented any data tampering or misleading statements. The overall research design and execution were reviewed by the ethics committee of the institution or the supervisor to ensure that the research complied with academic norms and ethical requirements.

3. Findings

3.1. The Role of Creative Advertising Among Consumers

3.1.1. Overcoming Psychological Resistance

Interview data analysis further indicates that creative advertising plays a crucial mediating role at the emotional level, significantly stimulating positive emotions in consumers and effectively mitigating their instinctive resistance to commercial product placement. In the S-O-R model framework, consumers' initial reaction to an advertisement often determines the subsequent information processing path. Ordinary advertisements typically employ straightforward, hard-selling strategies involving direct appeals or parameter listings. This forceful approach easily triggers consumers' psychological defense mechanisms, leading to negative emotions such as annoyance, resistance, and even avoidance. Creative advertising cleverly avoids this pitfall by incorporating humor, heartwarming narratives, or unexpected surprises, establishing a deep emotional connection between the brand and the consumer, and achieving a transformation from resistance to acceptance.

Respondent 3's sharing vividly illustrates the power of heartwarming narratives. She mentioned a laundry detergent advertisement that didn't aggressively promote the product's stain-removing capabilities, but instead deeply touched her heart by telling a delicate story of a mother protecting her child's growth, bringing tears to her eyes. This strong emotional resonance completely immersed her in the storyline, making her feel like it wasn't even an advertisement. In this case, the commercial aspect was invisible, and the

consumer actively accepted the values conveyed by the brand through emotional connection.

Humor and entertainment-oriented creativity served as a lubricant to alleviate resistance. Respondents 9 and 11 respectively mentioned plot twists and catchy dances in advertisements, which brought them direct laughter and joy. This pleasant emotional experience broke the stereotypical image of advertisements as boring and tedious, transforming watching advertisements into a relaxing entertainment activity. As Respondent 1 pointed out, creative advertising is essentially more like telling jokes or stories. This entertaining approach makes the advertising content less rigid and prevents consumers from feeling psychologically resistant. By creating a positive emotional atmosphere of pleasure and surprise, creative advertising successfully bypasses consumers' psychological defenses, creating extremely favorable psychological preconditions for the effective integration of subsequent brand information.

3.1.2. Improving Brand Trust and Favorability

Research shows that the function of creative advertising extends far beyond short-term attention grabbing; its strategic value lies in its contribution to building long-term brand equity. In a market environment characterized by information asymmetry, advertising creativity often serves as a crucial clue for consumers to infer a company's strength, aesthetic taste, and core values. Consumers tend to equate high-quality advertising creativity with high-quality product attributes, and this psychological projection mechanism significantly enhances their trust in and overall positive feelings towards the brand. Signaling theory suggests that companies send signals of their strong capabilities to the market through high-cost creative investments, thereby reducing consumers' perceived risk.

Several interviewees directly linked the quality of advertising creativity to brand quality. Interviewee 2, from an industry perspective, believed that advertisements with strong visual impact and sophisticated production implied that the brand had substantial financial resources and a commitment to its brand image. He further inferred that brands willing to invest so much in creativity and production would likely also maintain high standards in product quality control. This line of reasoning is common among consumers. Interviewees 4 and 6 interpreted this more from a cultural and aesthetic perspective. They believed that creative advertisements with depth, rich cultural connotations, or elegant style reflected the brand's high-end positioning and a non-opportunistic business approach. This image of not rushing to monetize and focusing on brand substance made consumers feel safer and more reliable, thus increasing trust. Interviewee 10 mentioned the role of corporate social responsibility; when advertisements addressed social issues, he felt the brand was socially responsible, and this deep-level value alignment greatly enhanced his positive feelings towards the brand. Creative advertising, by showcasing the brand's soft power, including aesthetics, culture, and social responsibility, builds a solid foundation of trust in consumers' minds, transforming the brand from a cold, impersonal commodity into a warm, personable friend with a distinct attitude.

3.1.3. Cognitive Engagement and Attention Capture

Creative advertising, through its novel and unique visual presentation or interactive mechanisms, greatly stimulates consumers' cognitive engagement, transforming them from passive information recipients into active information explorers. In an age of information overload, consumer

attention is the scarcest resource. Creative advertising, by breaking conventional stimulation patterns, forcibly captures and occupies consumers' cognitive resources, laying the foundation for subsequent purchase conversions. Cognitive psychology research shows that novel things automatically activate the human orienting reflex, thus increasing attention allocation.

Respondent 5 was amazed by the exaggerated visual design of a beauty advertisement that transitioned from black and white to color. This strong visual contrast broke the conventional advertising viewing pattern, forcing them to focus their attention on the image content. Respondent 8 was impressed by the concrete design of muscles transforming into rocks. This method of concretizing abstract concepts lowered the barrier to understanding for consumers while enhancing memory retention. Beyond visual stimulation, interactive formats pushed cognitive engagement to new heights. Respondent 7 mentioned an interactive advertisement that prompted consumers to actively figure out how to play. This high level of gamified participation meant that brand information was no longer a one-way transmission, but rather an experience actively acquired by consumers during the interaction, significantly extending the time the brand information remained in their minds. The catchy advertising melody described by Respondent 11 utilized the auditory channel for deep memory encoding. This multi-sensory, high-intensity cognitive stimulation is something that ordinary, bland advertisements cannot achieve. Through this method, creative advertising successfully deposited a considerable amount of cognitive assets into consumers' memory banks.

3.2. Using Creative Advertising to Enhance Influence on Consumers

This section focuses on the final stage of the S-O-R model—the "response" stage—specifically exploring how consumers respond at the behavioral level after experiencing changes in their internal psychological states and emotional experiences. According to S-O-R theory, external stimuli (S), through the mediating effect of internal states (O), ultimately lead to approach or avoidance behavioral responses (R).

3.2.1. Stimulating Purchase Intent

The consistency of the interview data indicates that creative advertising is an effective driver of consumer purchase intention, a driving force that often transcends the functional attributes of the product itself, stemming more from the psychological satisfaction and emotional resonance created by the advertisement. In traditional marketing theory, purchase intention is usually considered a result of the match between consumer needs and product functions. However, this study found that under the influence of creative advertising, emotional factors and brand image become key variables in determining purchase intention.

The case of interviewee 12 is very representative; she stated that a health product advertisement, due to its strong sense of realism, made her feel safer and more confident in its effectiveness. This psychological sense of security directly stimulated her willingness to purchase the product. This demonstrates that creative advertising effectively reduces consumers' perceived risk of health products by constructing realistic scenarios. Similarly, interviewees 1 and 3 emphasized the impact of brand personality on purchase intention. They mentioned that because they found the brand interesting or emotionally appealing, they would prioritize

these brands when a relevant need arose. This preference is not based on rational cost-benefit analysis, but rather on emotional liking. Interviewee 2 used the vivid term "wishlist" to describe this process. He pointed out that while watching a creative advertisement might not lead to an immediate purchase, it plants a seed in the subconscious, making it the first thing that comes to mind when the need arises. This phenomenon is known as the availability heuristic in behavioral economics; information that is more easily recalled is often given higher weight in decision-making. This shows that creative advertising successfully occupies a primary position in consumers' decision-making set by building positive psychological associations, thereby significantly increasing purchase intention.

3.2.2. Facilitating Experiential Purchases

Creative advertising, with its powerful emotional and unique experiential value, often bypasses consumers' rational control mechanisms, leading to unplanned, impulsive purchases. In this process, consumers are no longer buying just the physical functions of the product, but rather a carefully crafted ideal lifestyle, identity, or specific emotional atmosphere depicted in the advertisement.

Respondent 5 candidly shared her experience, stating that she bought a particular eyeshadow palette not because the color scheme was irreplaceable, but because the model's makeup in the advertisement was so beautiful. She admitted, "Although I can't recreate the look myself, buying it made me feel like I possessed that beauty. This purchasing behavior is essentially a form of fantasy consumption, where consumers purchase products to approximate the ideal self-image presented in the advertisement. Similarly, respondents 9 and 11 shared similar experiences, buying snacks or an air fryer simply because the advertisements were so funny or entertaining. For these consumers, creative advertising successfully created an appealing experience where happiness, humor, and surprise were the dominant emotions. This immediate emotional gratification and sense of atmosphere overwhelmed rational cost-benefit analysis in the short term, prompting consumers to make a purchase first and think later. Through highly engaging content narratives, creative advertising transforms rational consumption into emotional consumption, directly leading to purchasing behavior.

4. Discussions

4.1. Creative Advertising Can Enhance the Psychological Impact on Customers

This study's findings confirm that, based on the S-O-R theoretical model, creative advertising, as an effective external stimulus, successfully elicits positive internal responses from consumers. This finding is highly consistent with the conclusions of Jiang, et al. (2020), which showed that creative advertising successfully evokes feelings of pleasure and emotion in consumers through elements such as humor, warmth, or surprise [4]. This strong emotional resonance not only significantly reduces consumers' instinctive resistance to product placement but also establishes a deep emotional bond between the brand and consumers. In interviews, respondents generally viewed high-quality creativity as an external projection of a brand's aesthetics, financial strength, and social responsibility, thus granting the brand higher levels of trust and favorability at the cognitive level. This indicates that the core function of creative advertising lies in building

positive brand associations, laying a solid psychological and emotional foundation for consumers' subsequent decision-making.

4.2. Creative Advertising Can Promote Experiential Purchasing

Research results show that creative advertising plays a key role in the 'response' stage of the S-O-R model, effectively converting positive psychological emotions into actual purchase intentions and behaviors. Data analysis indicates that creative advertising significantly enhances the consumer purchasing experience by creating a unique sense of psychological satisfaction and experiential value [13]. Unlike ordinary advertising, creative advertising provides consumers with a unique experience, overcoming psychological resistance, depicting an ideal lifestyle, or creating a pleasant atmosphere, thereby prompting consumers to make purchases. Creative advertising has gone beyond the simple transmission of information and has become a powerful behavioral catalyst that can directly drive consumer market purchasing behavior.

5. Conclusion

This study reveals the transmission pathway extending from sensory perception to emotional resonance, and ultimately to behavioral intention. On a practical level, these findings offer significant implications for brand marketing: in an era of scarce attention, enterprises should abandon the mindset of hard-sell promotion and instead view advertising creativity as a form of "soft power" for their brands. Effective advertising design must not merely pursue novelty in visuals and narrative; rather, it must precisely align with consumers' psychological needs, forging deep emotional bonds by effectively conveying the brand's core values. This study is, however, subject to certain limitations. Given the adoption of a qualitative research methodology and a sample concentrated within a single city, the generalizability of the findings remains to be validated in future studies through large-scale quantitative data spanning multiple regions and product categories. Subsequent research could further explore the moderating role that various consumer characteristics play in the process by which creative advertising stimuli translate into actual purchasing behaviors.

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