Cognitive Engagement through Promotional Innovation: An AMOS-Based Investigation into Creative Advertising and Brand Loyalty Among Child Consumers

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ABSTRACT:

In an era branded by proliferating media stimuli and progressively erudite branding strategies, creative advertising has surpassed its conventional communicative remit to operate as a potent economic instrument—particularly in sculpting perceived utility and behavioural predilections among juvenile consumers. This inquiry critically evaluates the economic and behavioural dimensions of advertising creativity, positioning it as a form of intangible product differentiation that modulates micro-level demand dynamics and consumer cognition. Anchored in the theoretical schema of behavioural economics, the study conceptualizes children as boundedly rational agents, whose decision-making heuristics are especially susceptible to emotionally evocative, narratively enriched, and sensorially immersive advertising content.

Employing Structural Equation Modelling (SEM) via AMOS 22, the study analyses empirical data from 405 parent respondents, yielding statistically significant connotations ($p < .001$) between advertising creativity and four latent constructs: *brand loyalty, purchase influence, emotional engagement, and advertisement recall.* The findings substantiate that creative advertising not only amplifies affective resonance and cognitive salience but also engenders brand capital accumulation and durable consumer imprinting from an early developmental stage.

The study advances a multidisciplinary contribution—intersecting microeconomics, consumer psychology, and regulatory discourse—by illuminating the implications of convincing creative strategies on market efficiency, informational asymmetry, and normative frameworks governing advertising absorbed at cognitively emergent consumer segments.

KEY WORDS: Advertisement Recall, Brand Loyalty, Children's Consumer Behaviour Creativity in Advertising, Emotional Engagement, Advertisement Recall, Structural Equation Modelling, AMOS

INTRODUCTION:

In the contemporary milieu of hyper-connected societies and persistent brand messaging, the child consumer has emerged as a daunting force within domestic purchase dynamics. Far from being mere recipients of commercial content, children now exemplify a complex confluence of emotional responsiveness, cognitive receptivity, and behavioural persuasion. Advertising, particularly when laced with creativity—be it in the form of narrative enchantment, audiovisual novelty, or character-centric storytelling—has proven to be remarkably adept at infiltrating young minds. The persuasive prowess of such advertisements lies not solely in their aesthetic appeal, but in their capacity to generate psychological resonance, forge emotional bonds, and ultimately cultivate brand allegiance. This research investigates into the nuanced interplay between creative advertising and the consumer inclinations of children, interrogating the extent to which imaginative promotional strategies can influence brand loyalty, emotional connection, advertisement recall, and purchase influence. In doing

so, it acknowledges the child as an evolving decision-maker, whose preferences are increasingly shaped by the ingenuity embedded within contemporary advertising paradigms.

Children today are not merely passive viewers but active participants in family consumption decisions. With visual stimuli and narrative depth, creative advertisements are increasingly successful in capturing children's attention and fostering brand affinity. As the proverb "*Child is the father of man"* aptly indicates, children now influence purchasing decisions ranging from snacks to luxury items. This study focuses on how creativity in advertising—through storylines, characters, jingles, and visuals—impacts child consumer behaviour, especially brand loyalty.

ECONOMIC AND BEHAVIORAL CONTEXT

Creative advertising amid children acts as a form of product differentiation—shifting demand curves, enhancing brand capital, and altering perceived utility. From a microeconomic outlook, it introduces incorporeal features that increase the subjective value of a product, even without purposeful enhancements. Drawing on behavioural economics, children are modelled as bounded-rational agents who rely on heuristics and emotional cues entrenched in advertisements. This dynamic generates asymmetrical information in the market, where firms hold a strategic benefit in shaping partialities. The study thus positions creative engagement not merely as a marketing tool, but as an economically powerful force with insinuations for consumer welfare, path dependence, and long-term brand lock-in at a decisive age.

THEORETICAL CONVERGENCE AND EMPIRICAL GAPS IN CREATIVE ADVERTISING RESEARCH

A critical synthesis of the extant literature highlights the multidimensional impact of creative advertising on children's consumer behaviour, although the field remains methodologically underdeveloped in integrating these constructs within a comprehensive analytical framework. **Marshall (2005)** accentuates the evolving cognitive and social capabilities of children, rendering them susceptible yet discerning consumers. **Calvert (2008**) further elaborates that emotionally stimulating content in advertisements enhances memory encoding and behavioural imitation among young viewers.

Zinkhan (1993) and Dahlén et al. **(2008)** provide foundational discourse on the strategic importance of advertising creativity, linking it to message salience and long-term brand equity. **Schor (2004)** critiques the pervasive commercialization of childhood, identifying creativity in advertisements as a double-edged phenomenon that both captivates and manipulates youthful audiences. **Cook (2009),** meanwhile, historicizes the intentional positioning of children within marketing ecosystems, underscoring how creativity has long been employed to forge consumer identity from a young age.

Recent Scopus-indexed studies, including **Sharma and Das (2021**) and **Khan et al. (2020),** have empirically validated the role of creative elements—such as interactivity, gamification, and storytelling—in reinforcing brand loyalty and purchase influence among children. Singh and **Kaur (2022**) substantiate that fun and imaginative advertising content significantly enhances children's engagement and recall, while **Wirtz et al. (2018)** emphasize the mediating role of parental perception in shaping brand attitudes.

Furthermore, **Kumar and Raut (2023)** illustrate how multisensory engagement strategies in advertisements—such as sound design and tactile simulation—can create immersive experiences that resonate deeply with younger audiences. In a parallel vein, **Mehta, and Pillai (2022)** argue that culturally contextualized advertisements not only strengthen emotional affinity but also elevate trustworthiness and relatability among child viewers. According to **Abbas and Hussain (2021),** digital-native children demonstrate higher levels of brand attachment when exposed to narrative-based, interactive content on platforms like YouTube and mobile gaming applications.

Despite the growing body of evidence, existing research tends to isolate creativity, brand loyalty, and consumer psychology, lacking integrative quantitative modelling. This study addresses the research void by deploying AMOS-based structural equation modelling to empirically examine the directional relationships among advertising creativity, brand loyalty, emotional engagement, recall, and purchase influence. In doing so, it offers a comprehensive, data-driven contribution to the literature on advertising effectiveness and child consumer behaviour.

RESEARCH METHODOLOGY –
Research Design: The study employs a quantitative, explanatory research design using a cross-sectional survey method. Structural Equation Modeling (SEM) via AMOS 22 was utilized to test the hypothesized relationships.

Sample and Data Collection:
• **Target Population:** Parents of children aged 7–14 who are exposed to advertising across television, digital platforms, and print media.
• **Sample Size:** 405 completed responses were collected using a structured questionnaire.
• **Sampling Technique:** Stratified random sampling was employed to ensure representation across demographic categories such as age, gender, marital status, and household income.
• **Demographics Captured:** Age group (18–60), gender, marital status, occupation (student, salaried, business, homemaker), and household income ranging from ₹3.5 lakh to ₹17.5 lakh annually.
• **Instrument Format:** Questionnaire based on previously validated items, administered using a 7-point Likert scale (1 = Strongly Disagree, 7 = Strongly Agree).
• **Mode of Data Collection:** Both physical distribution in educational institutions and digital collection via online survey tools (e.g., Google Forms)

Development of Constructs and Scale Items: The constructs and observed variables were operationalized based on erstwhile validated literature, with revisions for the child-centric context.

Latent Construct	Role	No. of Observed Variables	Source (Adapted From)
Creativity in Advertisement (CA)	Independent (IV)	5	Zinkhan (1993), Dahlén et al. (2008)
Brand Loyalty of Children (BLC)	Dependent (DV1)	5	Calvert (2008), Sharma & Das (2021)
Influence on Purchase Decision (IAP)	Dependent (DV2)	5	Singh & Kaur (2022), Wirtz et al. (2018)
Advertisement Recall (ARC)	Dependent (DV3)	5	Khan et al. (2020), Cook (2009)
Emotional Connection with Ads (ECA)	Dependent (DV4)	5	Schor (2004), Mehta & Pillai (2022)

Table 1: Showing all the constructs and scale items taken form the source

All measurement items were rated on a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Data Analysis: Data were investigated using AMOS 22 for SEM. Model fit indices (CFI, TLI, RMSEA, GFI) and standardized regression weights were used to evaluate hypothesis significance. Each construct was validated for reliability (Cronbach's alpha > 0.7) and convergent validity (AVE > 0.5).

RESEARCH OBJECTIVES AND HYPOTHESES

This study aims to analytically examine the causal influence of creativity in advertising on various behavioural and psychological outcomes among child consumers. The specific objectives and associated hypotheses are as follows:

Objectives:

- To examine the construct of creativity in advertising and its multidimensional features.
- To evaluate the effect of advertising creativity on brand loyalty among children.
- To assess the impact of advertising creativity on children's influence in household purchase decisions.
- To determine the relationship between advertising creativity and advertisement recall among children.
- To explore how advertising creativity fosters emotional connection among child viewers.

Hypotheses

$H0_1$: Creativity in advertising does not significantly influence brand loyalty among children.
$H1_1$: Creativity in advertising significantly influences brand loyalty among children.
$H0_2$: Creativity in advertising does not significantly influence children's purchase influence.
$H1_2$: Creativity in advertising significantly influences children's purchase influence.
$H0_3$: Creativity in advertising does not significantly influence advertisement recall in children.
$H1_3$: Creativity in advertising significantly influences advertisement recall in children.
$H0_4$: Creativity in advertising does not significantly foster emotional connection in children.
$H1_4$: Creativity in advertising significantly fosters emotional connection in children.

DATA ANLYSIS & INTERPRETATAION

To analytically validate the deliberate hypotheses and structural relationships, data were analyzed using Structural Equation Modeling (SEM) through AMOS 22. The analysis trailed a two-step approach, beginning with the assessment of the measurement model using Confirmatory Factor Analysis (CFA), followed by the evaluation of the structural model to test hypothesized causal paths.

A. Measurement Model Assessment (Confirmatory Factor Analysis - CFA)

The measurement model was assessed to evaluate the reliability and validity of the latent constructs included in the study. *The five constructs—Creativity in Advertisement (CA), Brand Loyalty of Children (BLC), Influence on Purchase (IAP), Advertisement Recall (ARC), and Emotional Connection with Ads (ECA)*—were examined based on their corresponding observed indicators.

Construct Reliability and Validity Overview

- **Cronbach's Alpha:** All constructs exceeded the suggested threshold of 0.70, indicating satisfactory internal consistency.
- **Composite Reliability (CR):** All constructs established CR values above 0.70, confirming construct reliability.
- **Average Variance Extracted (AVE):** Each construct reported an AVE above 0.50, sustaining the criteria for convergent validity.
- **Standardized Loadings:** All factor loadings were above 0.60 and statistically significant ($p < 0.001$).

Comprehensive Construct Validity Summary

The validity of the measurement model was further confirmed through *convergent and discriminant validity analyses*. Convergent validity was inveterate by examining the *Average Variance Extracted (AVE), which surpassed the recommended threshold of 0.50* for all constructs, indicating that a

substantial amount of variance is captured by the latent constructs. *Composite Reliability (CR) values were also above 0.70*, establishing strong internal consistency.

Discriminant validity was assessed using *the Fornell-Larcker criterion, where the square root of each construct's AVE was found to be greater than its correlations with other constructs*. This confirms that each latent construct shares more variance with its associated indicators than with any other construct, thus verifying empirical distinctiveness among constructs.

The following table summarizes all reliability and validity statistics, including Composite Reliability (CR), Average Variance Extracted (AVE), Maximum Shared Variance (MSV), and the Fornell-Larcker discriminant validity matrix:

Construct	CR	AVE	MSV	√AVE (Diagonal)	ARC	CA	BLC	IAP
ARC	0.867	0.567	0.291	**0.753**	—			
CA	0.897	0.685	0.300	**0.828**	0.539***	—		
BLC	0.892	0.625	0.300	**0.790**	0.318***	0.548***	—	
IAP	0.874	0.582	0.281	**0.763**	0.528***	0.530***	0.266***	—
ECA	0.818	0.537	0.143	**0.733**	0.214***	0.378***	0.217***	0.133*

Table 2: *Construct Reliability, Convergent and Discriminant Validity Summary (Fornell-Larcker Criterion)*

Note: CR = Composite Reliability, AVE = Average Variance Extracted, MSV = Maximum Shared Variance. Diagonal values in bold represent √AVE. Off-diagonal values are inter-construct correlations. Significance levels: *p < .05, **p < .01, ***p < .001.

Measurement Model Fit (AMOS CFA Output): To assess the goodness-of-fit of the measurement model, several fit indices were considered. The results are as follows:
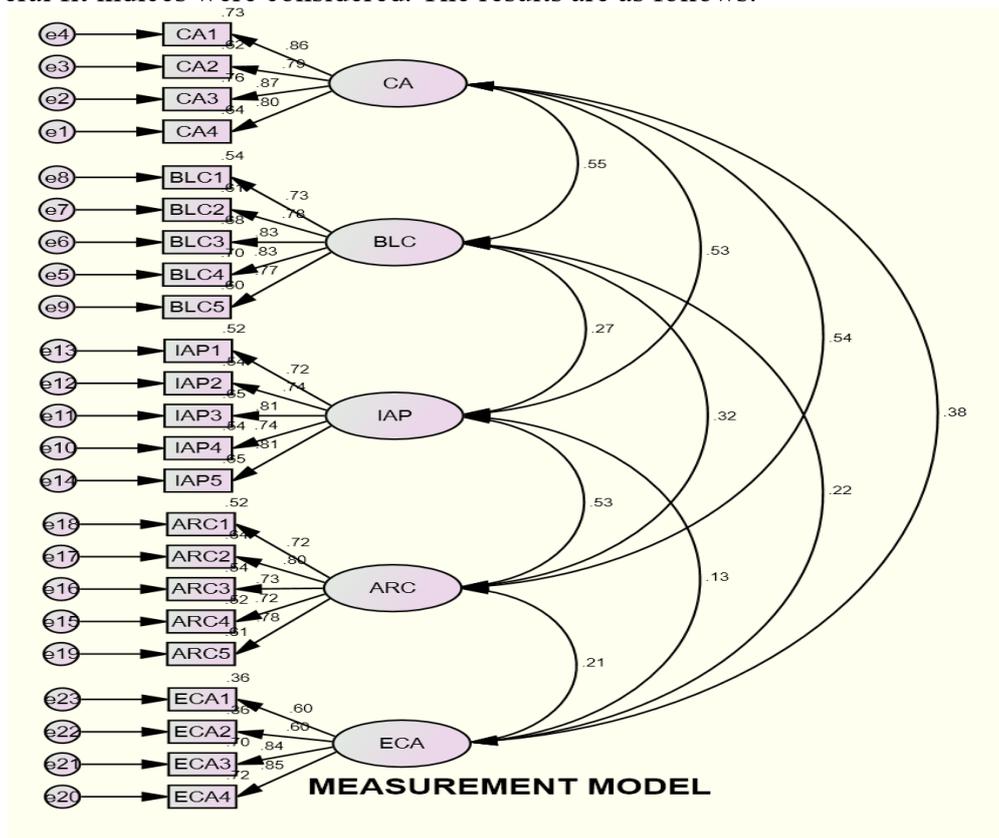

Fig1: Showing the Measurement model along with the latent and observed variables

Measure	Estimate	Threshold	Interpretation
CMIN	361.514	--	Acceptable given sample size
DF	220	--	--
CMIN/DF	1.643	1–3	Excellent
CFI	0.971	> 0.95	Excellent
SRMR	0.038	< 0.08	Excellent
RMSEA	0.040	< 0.06	Excellent

Table 3: Showing the model fitness

Interpretation: The CFA results show that the measurement model fits the data very well. Additional model fit indices further validate this conclusion *The CMIN/DF value of 1.643 indicates a well-specified model. CFI (0.971), SRMR (0.038), and RMSEA (0.040) all fall within their ideal thresholds, demonstrating that the observed variables reliably represent their underlying latent constructs.* These indices jointly confirm strong construct validity, permitting for confident progression to the structural model evaluation phase, as further supported by indices such as *GFI = 0.925 and AGFI = 0.906, which are both above the recommended threshold of 0.90, indicating a well-fitting model. The Parsimony Goodness-of-Fit Index (PGFI = 0.738) also confirms that the model achieves fit* with an efficient number of parameters The results support the use of the measurement model in the subsequent structural analysis.

B Structural Model Assessment

Following the corroboration of the measurement model, the structural model was examined to evaluate the goodness-of-fit and to test the hypothesized relationships among the latent constructs. The model fit indices obtained from AMOS 22 are interpreted below:
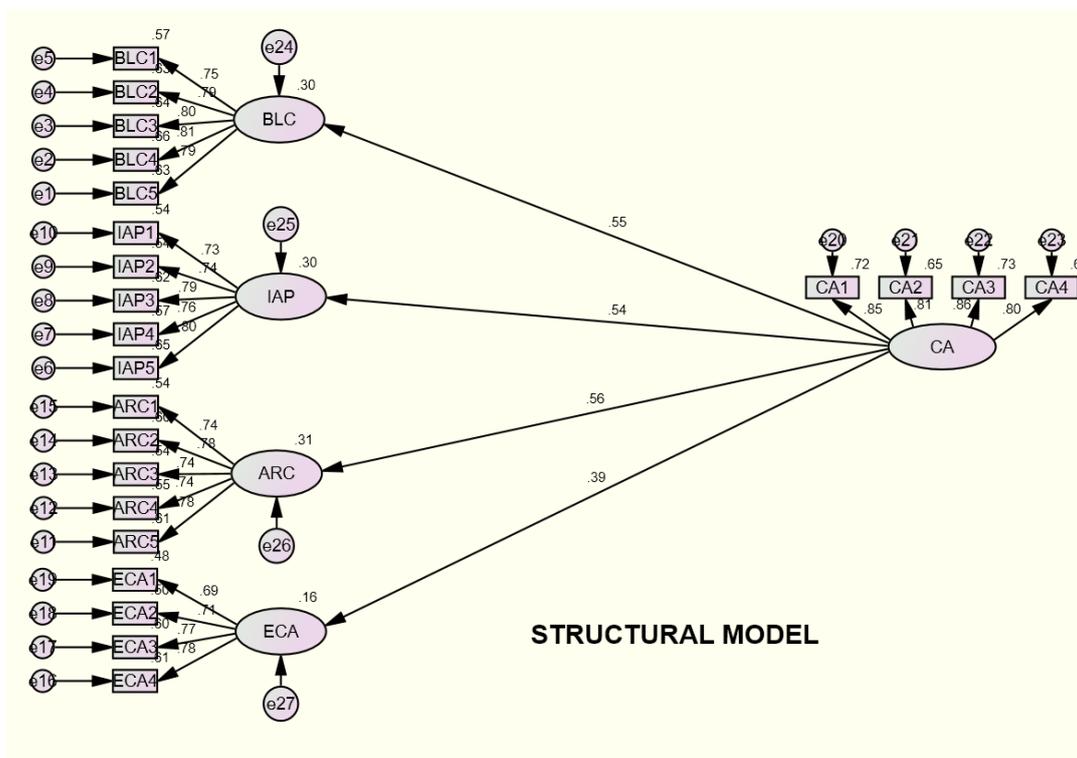

Fig2: Showing the Structural model along with the latent and observed variables

Measure	Estimate	Threshold	Interpretation
CMIN	441.927	--	Acceptable given sample size
DF	244	--	--
CMIN/DF	1.811	1–3	Excellent
CFI	0.960	> 0.95	Excellent
GFI	0.910	> 0.90	Good
AGFI	0.898	> 0.90	Acceptable
PGFI	0.804	> 0.50	Strong Parsimony
RMSEA	0.045	< 0.06	Excellent

Table 4: Showing the model fitness

Interpretation: The structural model validates a strong and acceptable fit to the data based on multiple indices. The *Chi-Square/Degrees of Freedom ratio (CMIN/DF = 1.811) confirms a well-fitting model. CFI (0.960) indicates excellent model fit, with GFI (0.910) and AGFI (0.898) further supporting adequacy. RMSEA (0.045) and PCLOSE (0.900) also reinforce model stability*. Together, these values indicate the model is robust and appropriate for hypothesis testing.

Hypothesis testing and Path analysis
Following the evaluation of the model's fit indices, the hypothesized structural relationships were tested using standardized regression weights. The regression paths reflect the directional influence of the independent variable—*Creativity in Advertisement (CA)—on each of the four dependent constructs: Brand Loyalty of Children (BLC), Influence on Purchase (IAP), Advertisement Recall (ARC), and Emotional Connection with Ads (ECA)*.

Path	Estimate (β)	S.E.	C.R.	p-value	Hypothesis Support
BLC ← CA	0.476	0.042	11.394	***	Supported
IAP ← CA	0.441	0.040	11.066	***	Supported
ARC ← CA	0.445	0.039	11.364	***	Supported
ECA ← CA	0.294	0.040	7.322	***	Supported

Table 5: Showing the estimates and the hypothesis path projecting the successful attainment of the values

Interpretation: All hypothesized paths were found to be statistically *significant at p < .001, suggesting robust evidence in favor of the proposed relationships. The standardized beta coefficients indicate that Creativity in Advertisement has the strongest impact on Brand Loyalty (β = 0.476), followed closely by Advertisement Recall (β = 0.445) and Influence on Purchase (β = 0.441). Although slightly lower, the path from CA to Emotional Connection (β = 0.294) also remains significant and meaningful*. These discoveries collectively validate the declaration that creative advertising considerably influences not just the cognitive recognition of brand messages, but also children's affective responses and behavioral inclinations.

DISCUSSION AND IMPLICATIONS
The findings of this study revivify the pivotal role of creativity in advertising as a multi-dimensional construct that reminiscently shapes children's consumer behavior. The significant path coefficients from *Creativity in Advertisement (CA) to all four dependent variables—Brand Loyalty (BLC),*

Influence on Purchase (IAP), Advertisement Recall (ARC), and Emotional Connection with Ads (ECA)—demonstrate that creative elements in advertisements not only captivate attention but also build long-term brand associations and emotional resonance among young consumers.

These results corroborate prior theoretical assertions that creativity fosters deeper cognitive processing, increased brand engagement, and behavioral influence. For practitioners in marketing and brand management, this infers that investing in inventive storytelling, emotionally compelling visuals, and child-centric narratives is not merely a creative endeavor, but a strategic imperative. Moreover, *the strong influence of CA on BLC and ARC indicates that creative advertising enhances memorability*, which in turn may translate to preference formation and loyalty from an early age.

For policymakers and educators, the insinuations extend to media literacy education, emphasizing the need to equip children and guardians with the cognitive tools to interpret persuasive content critically. These findings underline the strategic economic value of original advertising as a mechanism to outline demand, augment brand equity, and influence consumer decision-making. However, from a consumer welfare viewpoint, such coaxing—especially among children—raises concerns of asymmetrical information and early brand dependence. Policymakers and regulators must deliberate whether creative engagement techniques subsidize to market distortions and should thus be monitored or guided by ethical advertising standards

LIMITATIONS AND FUTURE SCOPE

Although the findings deliver strong empirical support for the model, several limitations should be acknowledged. Firstly, the study is based on cross-sectional data, which confines causal inferences. Secondly, the sample is geographically limited and may not fully capture the diversity of cultural or regional advertising responses. Thirdly, while self-reported data from parents/guardians provides insight into child behavior, it is subject to recall bias or social desirability bias.

Future research could adopt longitudinal designs to observe long-term brand loyalty development. Incorporating controlling variables like parental mediation, digital media exposure, or socio-economic factors could provide a more nuanced sympathetic. Qualitative inquiry (e.g., interviews with children or content analysis of ads) may also uncover deeper psychological mechanisms behind emotional engagement.

CONCLUSION

This study contributes to the evolving discourse on child consumer behavior by empirically validating the influence of creativity in advertising through a structural equation model. The model demonstrated excellent fit and confirmed that creative advertising significantly impacts brand loyalty, purchase influence, emotional engagement, and recall in children. These findings suggest that creative advertising strategies are not only effective in instantaneous persuasion but also in humanizing long-term consumer-brand relationships.

Future research could extend this model to include moderating variables such as parental mediation or media exposure levels. In addition, qualitative studies could further unpack the nuanced ways children interpret and emotionally respond to advertising content. Ultimately, this study underscores that creativity in advertising is not merely aesthetic—it is foundational to strategic brand communication targeting younger demographics successfully.

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ETHICAL CONSIDERATIONS

This study does not encompass direct interface with children. Conversant consent was obtained from all parent respondents, and data concealment was preserved during the research process. No funding or conflict of interest is declared.