



## A Study on Impact of Emotional Advertising on Genz's Two-Wheeler Purchase Decisions

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### ABSTRACT:

This research paper reveals how emotional ads influence Gen Z's decisions on two-wheelers, transitioned from traditional marketing, which was primarily product-based, to 'value-based' advertising. Gen Z is said to be driven by emotional connection, brand narratives, and personal connection rather than the physical qualities of the product (e.g., price, mileage, performance) as previous generations were. Using Psychological Reactance Theory and Self-Identification Theory as a foundation, this research examines how types of emotional appeals (freedom, social connectedness, nostalgia, and environmentalism) affect consumers' perceptions and preferences. The researcher shows how digital sources (primarily short-form videos on social media) have solved for consumers' want for immediacy in emotional stimulation as well as authenticity in that stimulation when attempting to capture consumers' attention through advertising. The research indicates that emotional advertising plays the largest role in the first two stages of the consumer purchase journey (awareness, persuasion), but during the last stage (decision making), rational considerations (such as price comparisons or product reviews) still play an important role in consumers' decisions to purchase.

Ultimately, the researchers conclude that utilizing emotionally-driven, authentic, and value-based advertising enhances the likelihood that Gen Z will purchase a two-wheeler compared to using traditional, feature-driven forms of advertising

**Keywords:** Emotional Advertising, Generation Z Consumer Behaviour, Two-Wheeler Purchase Decision, 'value-based' advertising.

### I. INTRODUCTION:

Advertising is a major factor that can influence purchasing behaviors of customers, because of the competitive nature of today's market. Companies are continually developing new ways to advertise in order to attract customers, and to make their brand unique from competitors (Kotler and

Keller, 2016).

One method of doing so, that has become very effective, is emotional advertising. Emotional advertisements are created to develop a strong emotional bond between the consumer and the product they are purchasing, as opposed to presenting technical information or functions of the product itself. Emotional advertisements appeal to the basic human emotions of joy, happiness, excitement, nostalgia, inspiration, and feeling of belonging, and thus influence consumer perceptions and attitudes toward a particular brand (Holbrook and Hirschman, 1982). The effectiveness of emotional advertising has become much more important in recent years, as demonstrated by the large number of advertisements that have incorporated emotional advertising in sectors that are extremely competitive, such as the automotive and two-wheeler industries.

Two-wheeler manufacturers are increasingly using emotional storytelling, dramatic visuals, music, and "day in the life of" stories as part of their advertising strategy to communicate effectively with consumers. The advertisements that the two-wheeler manufacturers are creating utilize emotions that create bonds, such as friendship, fun, adventure, family time, independence, and personal success. Providing a context in which the product is meaningful to the consumer builds a stronger psychological bond to the consumer, which can assist in developing long-lasting brand loyalty (Keller, 2013).

Emotional advertising is particularly relevant when targeting Gen Z and its specific characteristics as a consumer group. Gen Z includes the individuals born from 1997-2012 who have grown up in a digitally connected and society where they are continuously exposed to digital content such as social media, digital marketing, and online content (Twenge, 2017). As consumers, Generation Z are highly influenced by visual storytelling and social media trends and respond best to brands and companies that create experiences for them. Furthermore, unlike previous generations of



consumers, Gen Z consumers favors brands that represent their authentic selves and demonstrate corporate values rather than brands that provide only product functionality (Prensky, 2001).

Generation Z (Gen Z) is a rapidly growing segment in the two-wheeler market. Many of the people in this segment are first-time buyers or are going to purchase two-wheelers for daily commuting; going to school; going to work; and for recreational use. Because of this, two-wheeler manufacturers are emphasizing developing marketing strategies that are consistent with the aspirations and lifestyles of young buyers. By developing advertising and other marketing content for a generation that identifies with the brand, has a sense of independence, and can use their two-wheeler for self-expression, brands are attempting to build the emotional connection(s) they're looking for to influence the buying decisions made by Gen Z buyers.

Emotionally-driven advertising allows brands to express more than just the capabilities of their product; it helps them to express the lifestyle and experience of owning a two-wheeled vehicle. The two-wheeler advertising sector has many themes that are appealing to the young consumers' emotional aspirations; these themes include independence, freedom, adventure, and social identity. Brands strive to establish an emotional bond with the consumer through their narratives and storytelling so that they can build long-term trust and loyalty, while also having a significant impact on consumers' purchase intent.

The effectiveness of emotionally driven advertising has soared due to the development of digital platforms like YouTube and Instagram. By using these platforms, brands have been able to reach out to Gen Z consumers with visually stimulating and emotionally compelling content that is quickly able to grab their attention. This has further contributed to the overall awareness and engagement of the brand as a result of the sharing, liking, and commenting feature that these platforms incorporate into their advertising.

Nonetheless, even with an increase regarding the application of emotional type advertising in two-wheeler businesses, an evaluation regarding emotion's true effect on consumers behaviours is warranted, especially when Gen Z is considered. Although this type of advertising can be engaging enough to attract attention, a systematic investigation is required to determine how much control emotion has over consumers' final purchasing decisions. As such, the goal of this research study is to understand how emotional advertising affects Gen

Z's attitudes, perceptions and purchase intentions by identifying what key areas contribute to this effectiveness in order to improve it.

The research uses a **quantitative survey approach** to collect data from Gen-Z respondents and analyze their perceptions regarding emotional advertising in the two-wheeler industry. By examining the relationship between emotional advertising and purchase behavior, the study aims to provide valuable insights for marketers and companies seeking to attract and engage young consumers in the competitive two-wheeler market. The results of this research will provide two-wheeler manufacturers with the tools necessary to develop meaningful advertising strategies that connect with Generation Z consumers. The advertising strategies used by two-wheeler companies will influence Generation Z's purchasing decisions and enhance brand relationships. The impact of advertising on consumer behavior has increased significantly because of the competitive nature of the current business environment (Kotler and Keller, 2016). Whereas traditional advertising focused primarily on the physical and functional features of a product, more and more marketers are turning to strategies using emotional advertising as a way to create a more engaging connection with consumers. Emotional advertising relies on creating an emotional connection with consumers as opposed to creating a rational appeal to consumers, which has been proven to be the most effective method of influencing consumer attitudes and preferences (Holbrook and Hirschman, 1982; Keller, 2013).

Marketing techniques intended to elicit predetermined types (e.g., happy, exciting, prideful, nostalgic, inspiring) of consumer emotion through my advertising (as an example) are termed emotional advertising. The importance of these emotional responses is to help establish an effective and lasting bond between the consumer and the brand/firm being advertised. This bond can subsequently influence how consumers view the brand and their attitudes towards it. Consumer decision-making is not entirely based on rational thought; rather, emotions are one of the major drivers of how consumers develop their preferences or decisions about where or how much to spend money (Holbrook & Hirschman, 1982). Emotional advertising has become especially important in highly competitive industries, such as the automobile industry or the two-wheeler industry, where the need for brand differentiation through identity creation has led brands to attempt to establish deeper and more meaningful relationships with consumers than ever before emotional based



advertising has become even more significant in the marketing field due to Generation Z now becoming the largest segment of the consumer goods market. Gen Z is a generation that has grown up in a world where digital communication is the norm, thus they respond well to visually appealing, authentic, and emotional based content. This type of content is also likely to be more meaningful to Gen Z consumers than traditional advertisements (Twenge, 2017). Within the two-wheeler industry, a large percentage of Gen Z consumers will fall into the first-time purchasing category, and many of those purchases will be made to transport them to their place of education or work, as well as for leisure.

Emotional based advertising greatly impacts how Gen Z consumers view brands. Effective emotional based advertising incorporates relatable stories, aspirational themes and engaging imagery, which can increase a consumer's ability to recall a brand from memory and create an emotional attachment to the brand. The prevalence of digital platforms such as Instagram and YouTube creates an opportunity for marketers to distribute their emotional based advertisements to a larger, more diverse audience, and allow for consumers to engage with the advertisements (engaging with the advertisement could mean sharing or commenting on an advertisement). Marketers need to use a systematic approach to determining how emotional based advertising will influence consumer purchases. This will provide marketers with a better understanding of the relationship between emotional based advertising and purchasing behaviors, which will assist them in creating effective marketing strategies aimed at Gen Z consumers.

Therefore, the present study titled “**A Study on Impact of Emotional Advertising on Gen-Z’s Two-Wheeler Purchase Decisions**” aims to analyse how emotional elements in advertisements influence the perceptions, attitudes, and buying intentions of Gen-Z consumers.

The study focuses on identifying the key emotional factors that affect consumer responses to two-wheeler advertisements and examining how these factors contribute to purchase decisions

## II. LITERATURE REVIEW

### **Holbrook and Hirschman (1982)**

Holbrook and Hirschman emphasized the importance of emotional and experiential aspects in consumer behavior. Their research highlighted that consumers do not make decisions solely based on rational thinking but also on emotions, fantasies, and sensory experiences. Emotional responses generated by

advertisements can significantly influence consumers’ perceptions of brands and ultimately affect their purchasing decisions.

### **Batra and Ray (1986)**

Batra and Ray studied the emotional responses generated by advertising and their impact on consumer attitudes. Their findings indicated that emotional appeals in advertisements can create positive attitudes toward a brand and strengthen consumer engagement. Emotional content often makes advertisements more memorable and persuasive compared to purely informational messages.

### **Aaker and Stayman (1992)**

Aaker and Stayman analyzed the effectiveness of emotional advertising strategies. Their research suggested that emotional advertisements help build strong brand associations and improve brand recall. They concluded that positive emotional responses such as happiness and warmth can significantly enhance the effectiveness of advertising campaign

### **Morris, Woo, and Singh (2005)**

Morris and colleagues examined the role of emotions in advertising effectiveness. Their research revealed that advertisements that evoke emotional responses are more likely to influence consumer attitudes and purchase intentions. Emotional advertisements also tend to create stronger connections between consumers and brands.

### **Escalas (2004)**

Escalas focused on the role of storytelling in advertising. According to the study, narrative-based advertisements allow consumers to relate personal experiences to the brand message. Emotional storytelling in advertisements helps consumers imagine themselves using the product.

### **Heath, Brandt, and Nairn (2006)**

Heath and colleagues argued that emotional engagement plays a crucial role in advertising effectiveness. Their research demonstrated that advertisements that evoke emotions can influence consumers even when they are not consciously paying attention. Emotional advertising often creates long-term brand memories.

### **Kotler and Keller (2016)**

Kotler and Keller emphasized that modern marketing strategies focus on creating emotional connections with customers. According to them, emotional branding helps organizations build strong relationships with consumers. Emotional advertising helps brands communicate values and experiences



rather than just product features.

#### **Belch and Belch (2018)**

Belch and Belch discussed the role of emotional appeals in integrated marketing communication. They noted that emotional advertising is particularly effective among younger audiences who are highly influenced by visual storytelling and creative content. Emotional advertisements can significantly affect consumer attitudes toward brands.

#### **Armstrong (2017)**

Armstrong highlighted that emotional marketing strategies are essential in competitive markets. The study suggested that advertisements that appeal to emotions such as excitement, adventure, and happiness are more likely to influence consumer purchase decisions compared to rational advertisements.

#### **Poels and DeWitte (2006)**

Poels and DeWitte examined the psychological processes behind emotional advertising. Their research indicated that emotional responses such as joy, surprise, and empathy can influence consumers' cognitive evaluation of products. Emotional advertisements also improve brand recall and customer engagement.

#### **Sharma and Verma (2018)**

Sharma and Verma conducted research on emotional advertising in the automobile sector. Their findings revealed that emotional elements such as family bonding and inspirational themes significantly influence consumers' perceptions of automobile brands and increase their interest in purchasing vehicles.

#### **Singh and Pandey (2019)**

Singh and Pandey studied the impact of emotional marketing on young consumers in India. Their research indicated that emotional advertisements are highly effective in capturing the attention of youth and influencing their brand preferences. Emotional storytelling was found to increase brand trust among consumers.

#### **Umar and Gupta (2020)**

Kumar and Gupta analyzed the influence of emotional advertising on consumer buying behavior in the automobile industry. The study concluded that emotional advertisements play an important role in shaping consumer attitudes and increasing purchase intentions, especially among first-time vehicle buyers.

#### **Jain and Sharma (2021)**

Jain and Sharma examined how emotional advertisements influence consumer engagement on digital platforms. Their findings showed that advertisements with emotional narratives receive higher levels of consumer interaction, including likes, shares, and comments, which improves brand visibility.

#### **Patel and Shah (2017)**

Patel and Shah explored the impact of emotional advertising on brand loyalty. Their research indicated that consumers who emotionally connect with a brand through advertising are more likely to develop long-term loyalty and recommend the brand to others.

#### **Gupta and Singh (2018)**

Gupta and Singh studied the role of emotional appeals in influencing purchase intentions among young consumers. Their research highlighted that advertisements that focus on aspirations and lifestyle are more effective in attracting Gen-Z consumers.

#### **Chandra and Mishra (2020)**

Chandra and Mishra analyzed advertising strategies used in the automobile sector. The study concluded that emotional advertising helps brands differentiate themselves in competitive markets by creating a unique emotional identity.

#### **Kapoor and Kulshrestha (2021)**

Kapoor and Kulshrestha examined the influence of emotional advertising on brand perception among college students. Their findings suggested that emotional advertisements significantly improve brand awareness and create positive brand attitudes.

#### **Mehta and Bansal (2019)**

Mehta and Bansal studied consumer responses to emotional advertising in digital media. The research revealed that emotional advertisements are more likely to be shared on social media platforms, increasing their reach and impact among young consumers.

#### **Roy and Banerjee (2022)**

Roy and Banerjee explored the impact of emotional branding on consumer purchase decisions in the automobile industry. Their study concluded that emotional advertising plays a critical role in influencing Gen-Z consumers by connecting with their lifestyle, aspirations, and personal values.

### **III. OBJECTIVE**

- To understand the Effectiveness of emotional advertising on purchase decisions of GenZ Consumers.
- To understand the relationship between emotional advertising and purchase decision of GenZ



- consumers
- To examine the impact of emotional ads on brand recall.

#### IV. RESERCH METHODOLOGY

##### Research Design

The present study adopts a quantitative research design to analyse the influence of emotional advertising on the purchase decisions of Generation-Z consumers in the two-wheeler market. Quantitative research is suitable for this study because it focuses on collecting numerical data that can be analyzed using statistical techniques to understand patterns and relationships between advertising strategies and consumer behavior.

A descriptive research approach is used in this study to describe the attitudes, perceptions, and behavioral intentions of Gen-Z consumers toward emotional advertising campaigns of two-wheeler brands.

The descriptive design helps in identifying consumer preferences, emotional responses, and the degree to which emotional advertising affects purchase intentions.

##### Research Approach

The research follows a survey-based approach where primary data is collected through structured questionnaires. The survey method enables the researcher to gather responses from many participants efficiently and allows for systematic analysis of consumer opinions.

The survey focuses on measuring the impact of various emotional advertising elements such as storytelling, music, family values, and inspirational themes on Gen-Z consumers. The descriptive design helps in identifying consumer preferences, emotional responses, and the degree to which emotional advertising affects purchase intentions.

##### Population of the Study

The population of the study consists of Generation-Z individuals aged between 18 and 26 years who are potential buyers or users of two-wheelers.

This population includes:

- Undergraduate and postgraduate students
- Young professionals
- First-time vehicle buyers
- Individuals exposed to digital advertisement on social media platforms

##### Sampling Technique

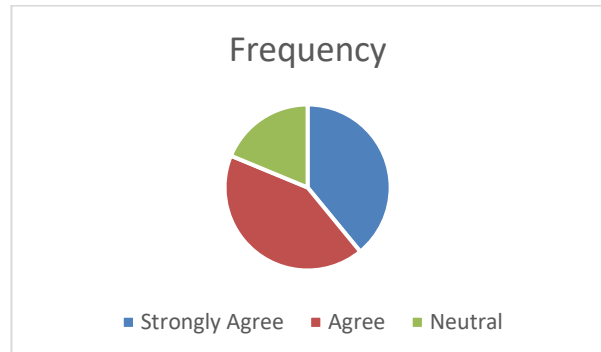
The study uses a Convenience Sampling Technique, which is a type of non-probability sampling method. Respondents were selected based on accessibility and willingness to participate in the survey.

##### Sample Size

A total of 150 respondents belonging to Generation-Z participated in the survey.

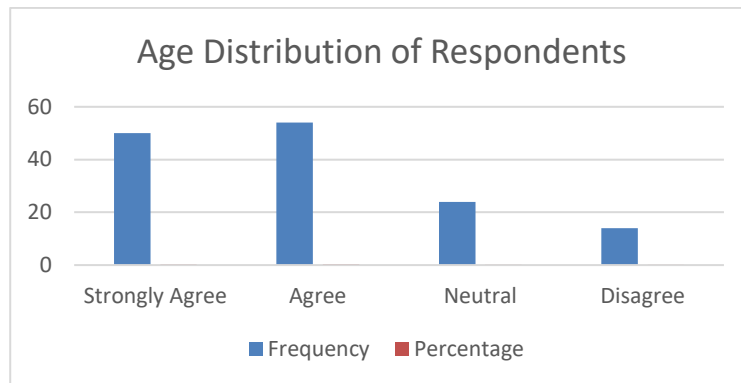
**Table. 01.** Gender Distribution of Respondents

Gender	Number of Respondents	Percentage
Male	82	54.7%
Female	68	45.3%
Total	150	100%



**Table. 02.** Age Distribution of Respondents

Age Group	Number of Respondents	Percentage
18–20 years	56	37.3%
21–23 years	62	41.3%
24–26 years	32	21.4%
Total	150	100%



**Data Collection Methods**

**Primary Data**

Primary data was collected through a structured online questionnaire survey distributed via Google Forms.

The questionnaire consisted of 20 close-ended questions designed to measure consumer attitudes toward emotional advertising in the two-wheeler industry.

Responses were recorded using a 5-point Likert Scale.

**Research Variables**

**Independent Variable**

The independent variable in this study is Emotional Advertising. It includes various emotional elements used in advertisements such as:

- Emotional storytelling
  - Inspirational themes
  - Friendship and family bonding
  - Music and visuals
  - Celebrity endorsements
- Dependent Variable**

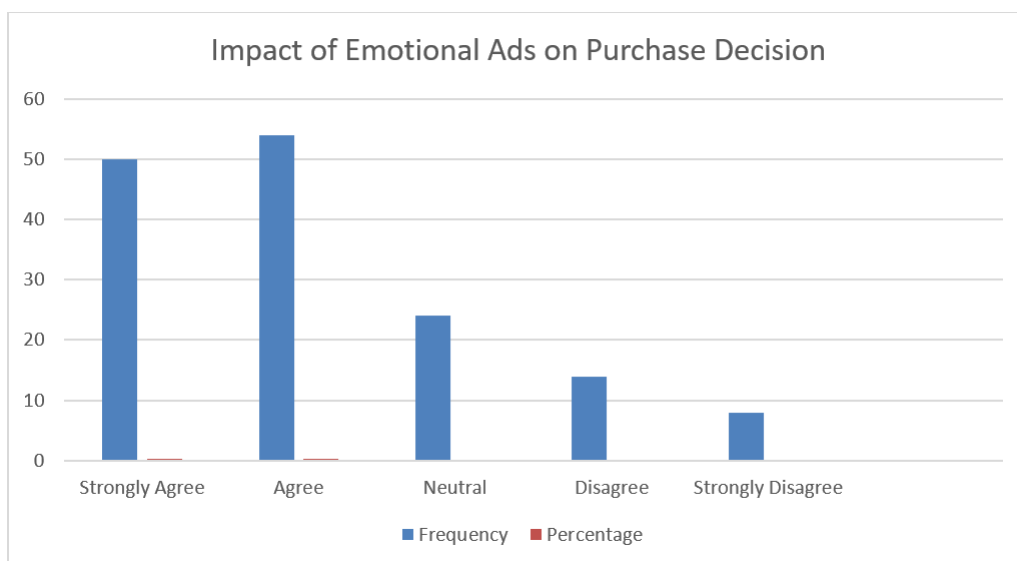
The dependent variable is Gen-Z's Two-Wheeler Purchase Decision, which includes:

- Purchase intention
- Brand preference
- Interest in two-wheeler products
- Consumer engagement with advertisements

**Survey Data Analysis**

**Table. 03.** Impact of Emotional Ads on Purchase Decision

Response	Frequency	Percentage
Strongly Agree	48	32%
Agree	52	34.7%
Neutral	28	18.7%
Disagree	14	9.3%
Strongly Disagree	8	5.3%
Total	150	100%

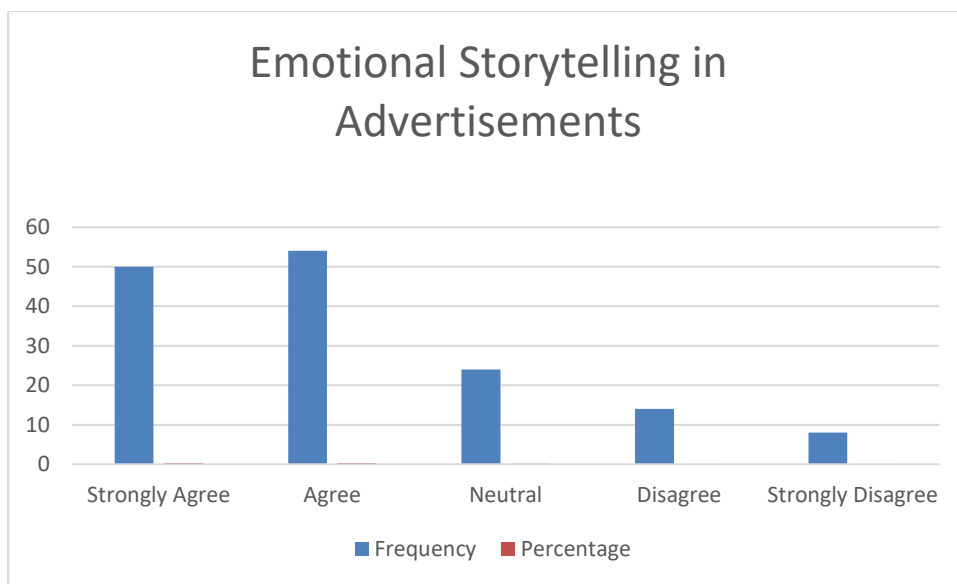




The data indicates that 32%-34.7% of respondents agree that emotional advertisements influence their purchase decisions.

Emotional Storytelling in Advertisements

Response	Frequency	Percentage
Strongly Agree	45	30%
Agree	58	38.7%
Neutral	26	17.3%
Disagree	13	8.7%
Strongly Disagree	8	5.3%

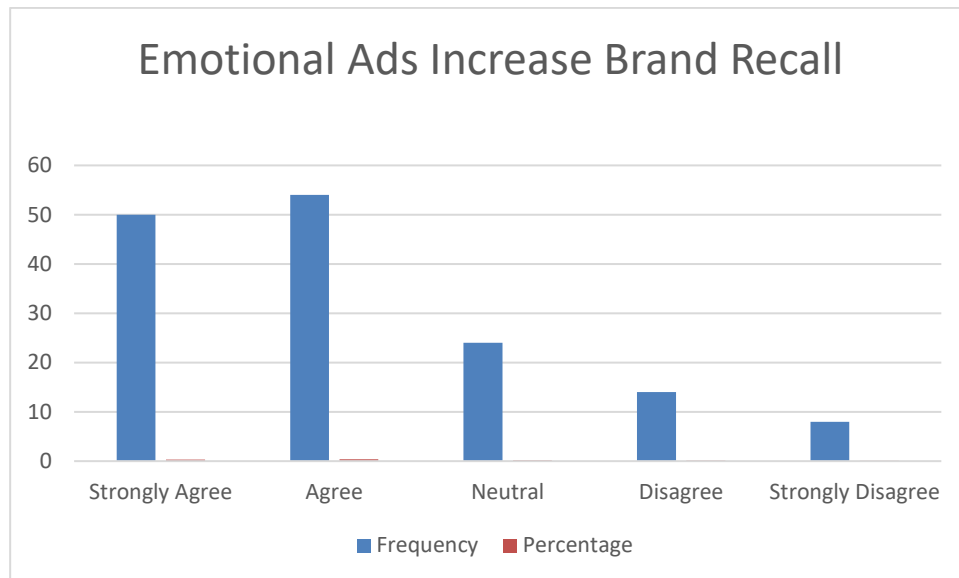


The results show that 68.7% of respondents feel storytelling in advertisements makes two-wheeler brands more memorable.

Table.05. Emotional Ads Increase Brand Recall

Response	Frequency	Percentage
Strongly Agree	50	33.3%
Agree	54	36%
Neutral	24	16%
Disagree	14	9.3%
Strongly Disagree	8	5.4%

Many respondents reported that emotional advertisements significantly improve brand recall among Gen-Z consumers.



#### Data Analysis Techniques

The collected survey data was analyzed using several quantitative techniques including:

1. Frequency Distribution – to identify the number of responses for each option.
2. Percentage Analysis – to determine the proportion of responses.
3. Tabular Analysis – to present data in structured tables.
4. Graphical Representation – such as bar charts and pie charts for better visualization.
5. Mean Score Analysis – to measure overall consumer agreement levels.

These techniques help in interpreting the influence of

Awareness of Two-Wheeler Advertisements

Response	Number of Respondents	Percentage
Yes	132	88%
No	18	12%
Total	150	100%

#### Interpretation

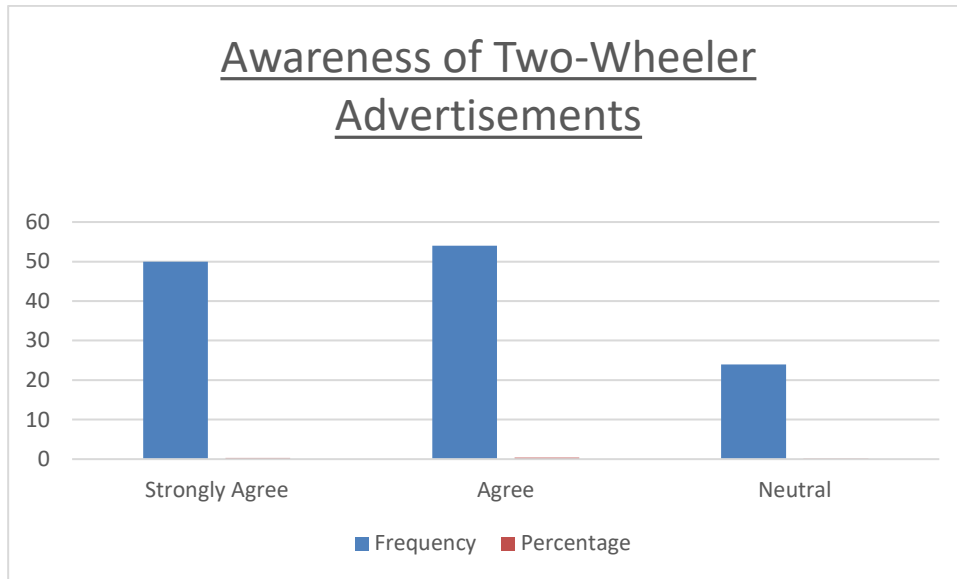
The table shows that 88% of respondents are aware of two-wheeler advertisements, while only 12% are not aware. This indicates that most Gen-Z consumers are regularly exposed to advertisements of two-wheeler brands through various media platforms such as social media, television, and digital marketing channels.

emotional advertising on consumer decision-making.

#### V. DATA ANALYSIS AND INTERPRETATION

This section presents the analysis and interpretation of the data collected through a structured questionnaire survey conducted among 150 Gen-Z respondents.

The analysis aims to understand how emotional advertising influences the purchase decisions of two-wheeler buyers. The responses were analyzed using frequency distribution and percentage analysis, and the results are presented in tabular form.

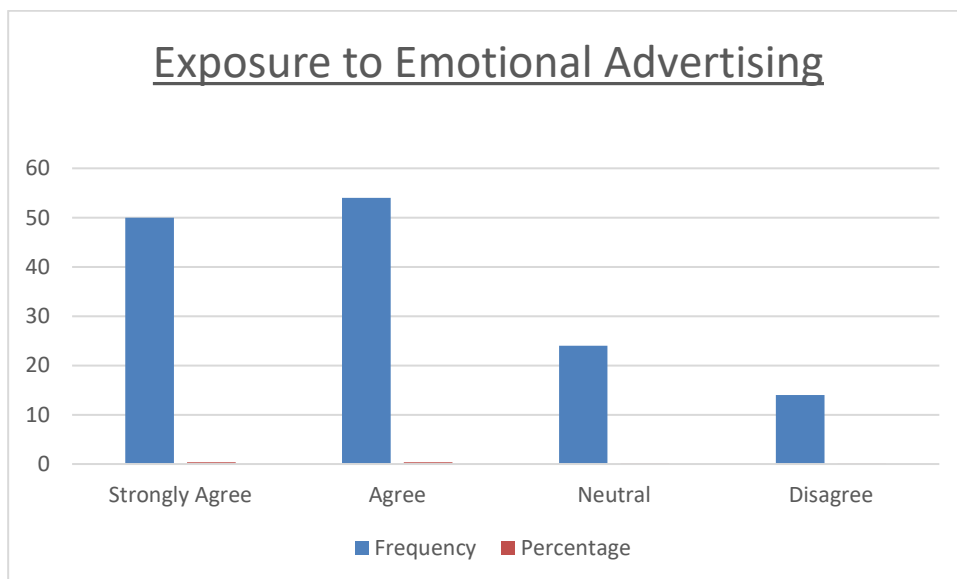


#### Exposure to Emotional Advertising

Response	Number of Respondents	Percentage
Frequently	64	42.7%
Sometimes	58	38.7%
Rarely	28	18.6%
Total	150	100%

#### Interpretation

The data indicates that 42.7% of respondents frequently encounter emotional advertisements, while 38.7% sometimes notice such advertisements. Only 18.6% rarely encounter emotional advertising. This suggests that emotional advertising is widely used by two-wheeler companies to attract young consumers.



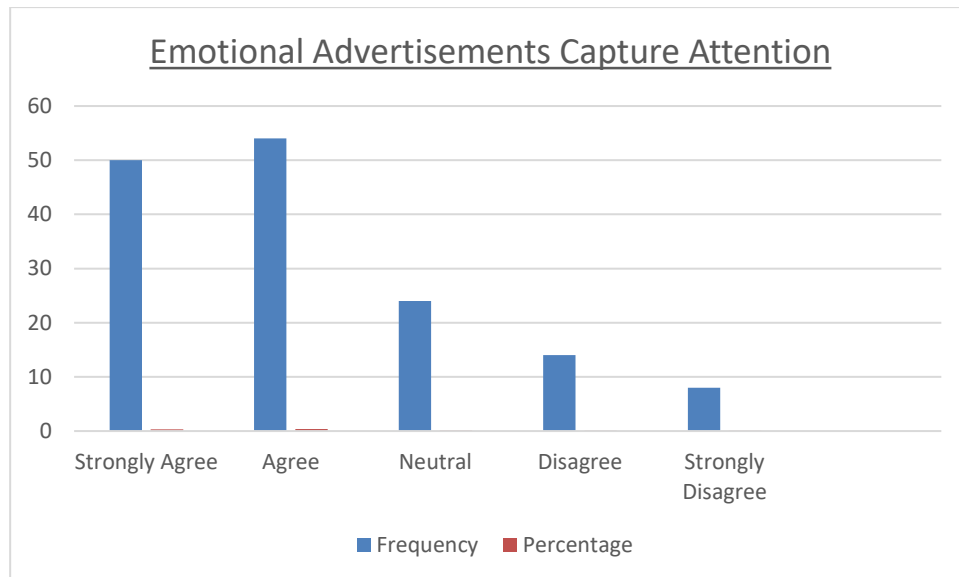


### Emotional Advertisements Capture Attention

Response	Frequency	Percentage
Strongly Agree	46	30.7%
Agree	55	36.7%
Neutral	25	16.7%
Disagree	14	9.3%
Strongly Disagree	10	6.6%
Total	150	100%

#### Interpretation

Many respondents (67.4%) either strongly agree or agree that emotional advertisements capture their attention more effectively than regular advertisements. This indicates that emotional content plays an important role in grabbing the interest of Gen-Z consumers.

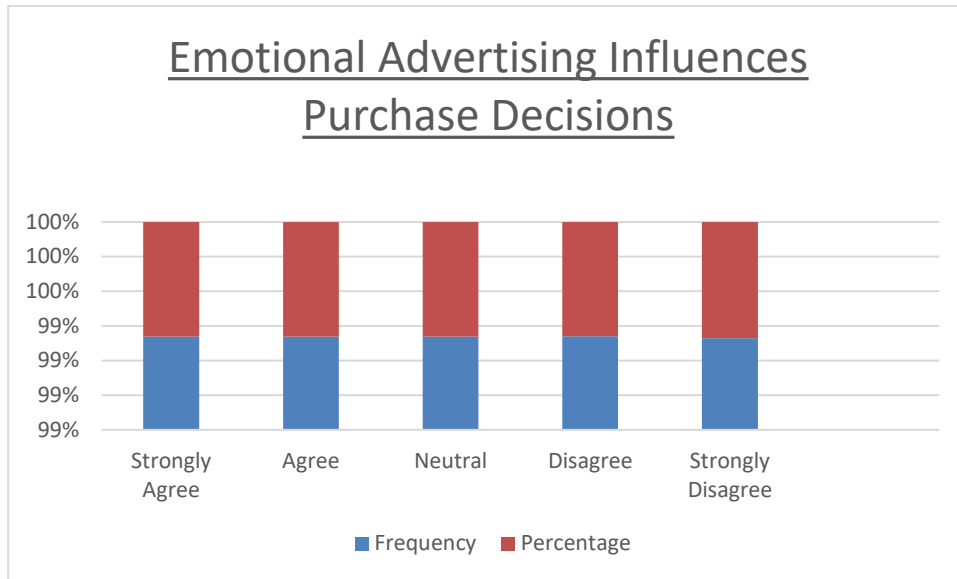


### Emotional Advertising Influences Purchase Decisions

Response	Frequency	Percentage
Strongly Agree	48	32%
Agree	52	34.7%
Neutral	28	18.7%
Disagree	14	9.3%
Strongly Disagree	8	5.3%
Total	150	100%

#### Interpretation

The table shows that 66.7% of respondents agree that emotional advertising influences their purchase decisions regarding two-wheelers. This suggests that emotional elements in advertisements can positively impact consumer buying behaviour among Gen-Z.

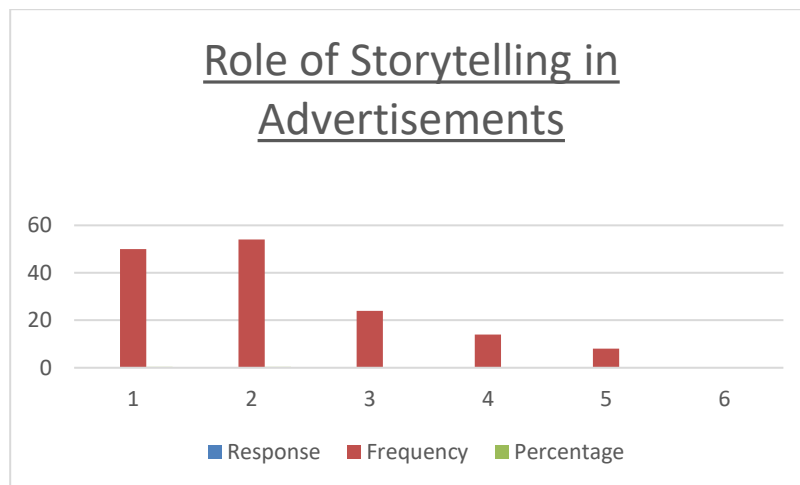


#### Role of Storytelling in Advertisements

Response	Frequency	Percentage
Strongly Agree	45	30%
Agree	58	38.7%
Neutral	26	17.3%
Disagree	13	8.7%
Strongly Disagree	8	5.3%

#### Interpretation

About 68.7% of respondents agree that storytelling in advertisements makes two-wheeler brands more memorable. This indicates that emotional storytelling is an effective strategy used by marketers to create a strong connection with Gen-Z consumers.



#### Emotional Ads Improve Brand Recall

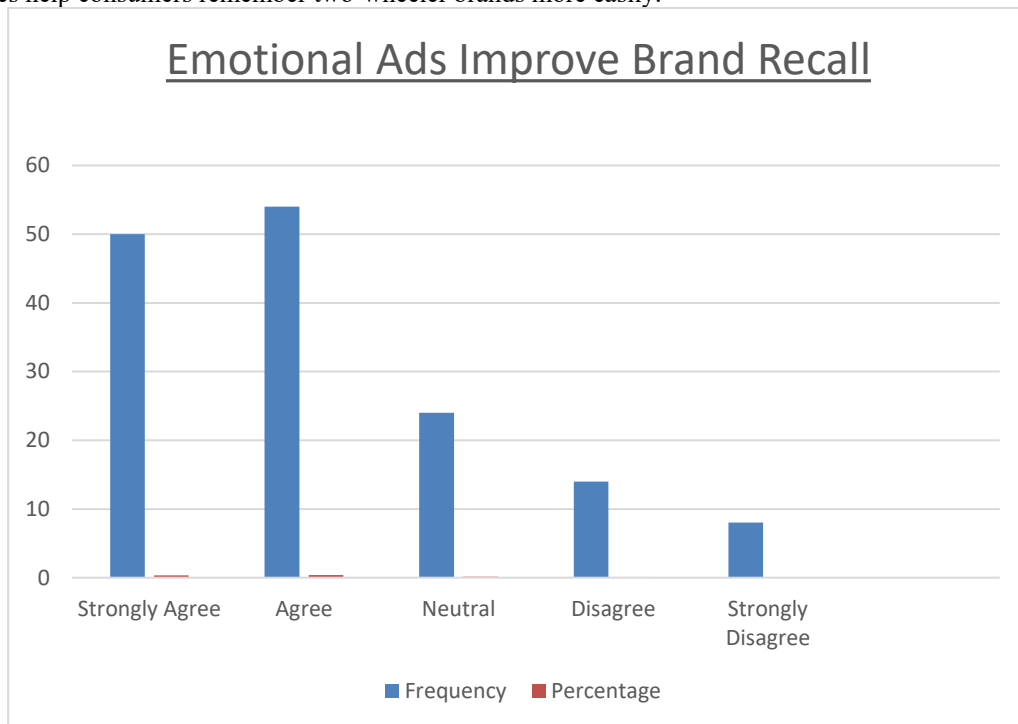
Response	Frequency	Percentage
Strongly Agree	50	33.3%



Agree	54	36%
Neutral	24	16%
Disagree	14	9.3%
Strongly Disagree	8	5.4%
Total	150	100%

**Interpretation**

Most respondents (69.3%) agree that emotional advertisements improve brand recall. This means that emotional messages help consumers remember two-wheeler brands more easily.

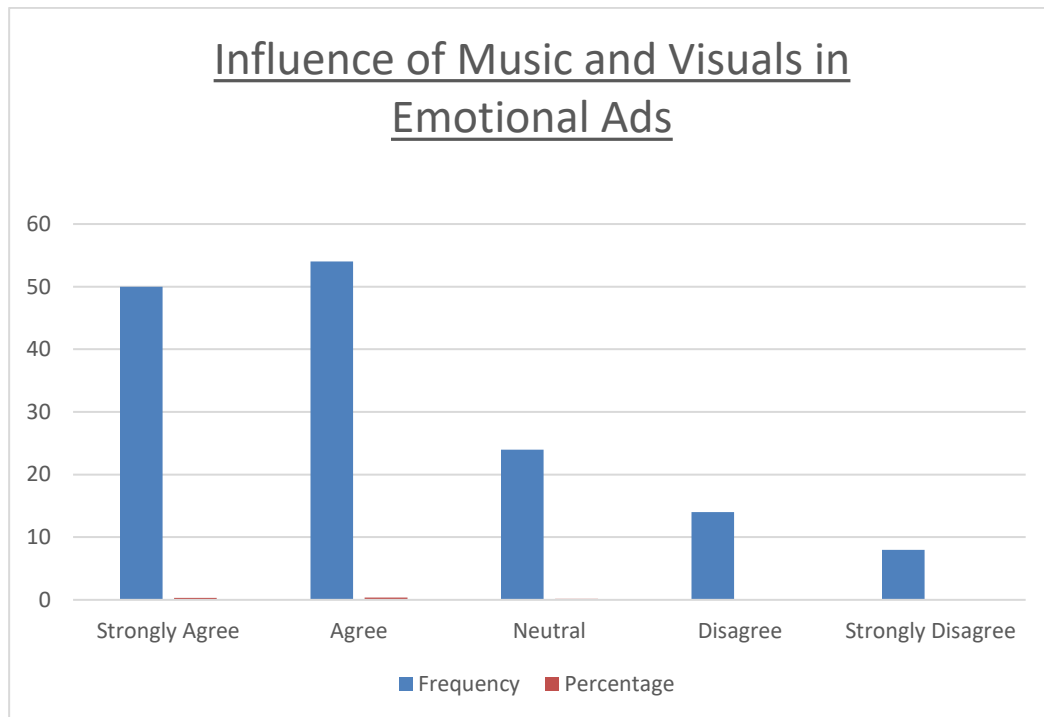


**Influence of Music and Visuals in Emotional Ads**

Response	Frequency	Percentage
Strongly Agree	44	29.3%
Agree	56	37.3%
Neutral	30	20%
Disagree	12	8%
Strongly Disagree	8	5.4%

**Interpretation**

The results indicate that 66.6% of respondents believe that music and visuals in emotional advertisements enhance their interest in two-wheeler brands. Attractive visuals and background music help create a stronger emotional impact.

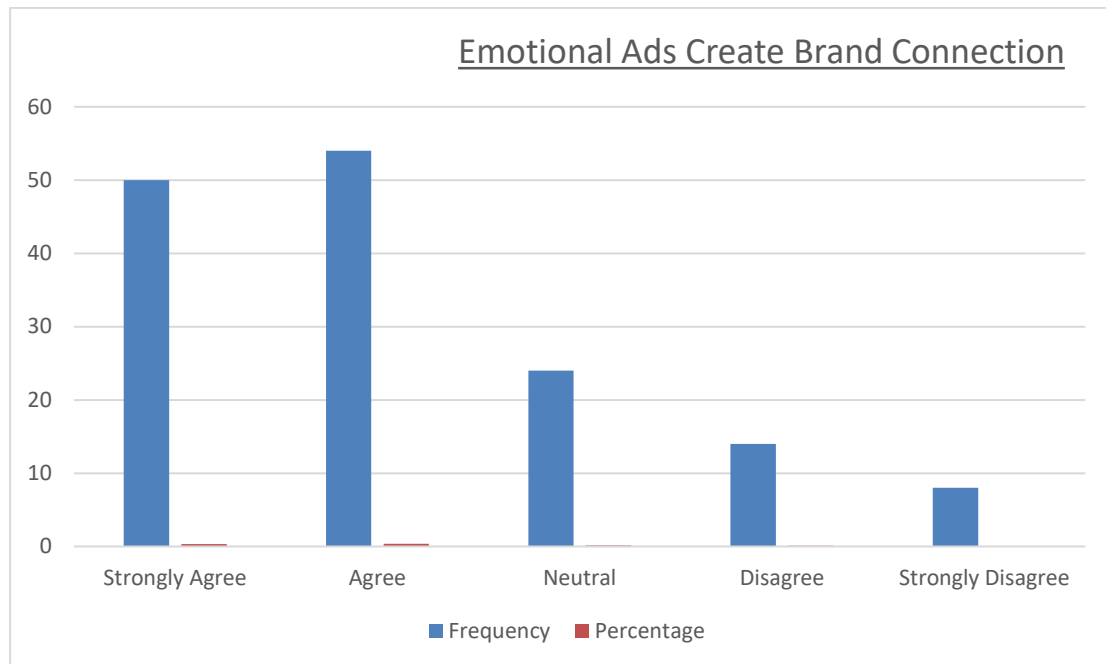


#### Emotional Ads Create Brand Connection

Response	Frequency	Percentage
Strongly Agree	42	28%
Agree	60	40%
Neutral	26	17.3%
Disagree	14	9.3%
Strongly Disagree	8	5.4%

#### Interpretation

Around 68% of respondents agree that emotional advertisements help them feel connected to a brand. Emotional marketing strategies such as family values, friendship themes, and inspirational stories create a personal connection with consumers.



## VI. Conclusion

The study titled “Impact of Emotional Advertising on Gen-Z’s Two-Wheeler Purchase Decisions” aimed to analyse how emotional elements in advertisements influence the attitudes and buying behavior of Gen-Z consumers. 150 Gen-Z participants provided answers to a structured questionnaire as part of the quantitative survey method used in the study. Frequency distribution and percentage analysis were used to examine the gathered data in order to determine how consumers felt about emotional advertising. The study's conclusions show that Gen-Z consumers' decisions to buy two-wheelers are significantly influenced by emotional advertising. Many respondents stated that they frequently see advertisements for two-wheelers on digital platforms like social media, online videos, and other digital marketing channels. This suggests that advertising has grown in importance as a way for businesses to connect with younger customers.

Also, the analysis revealed that Gen-Z audiences are more receptive to emotional ads than to traditional informational ones. Many respondents concurred that emotional components like relatable life experiences, family values, friendship themes, inspirational messages, and storytelling make ads more memorable and captivating.

The study also found that Gen-Z consumers' brand recall is greatly enhanced by emotional storytelling. Advertisements that evoke strong feelings in viewers through poignant stories, music, and imagery make it easier for them to recall the

brand. Consequently, these commercials raise the possibility that customers will think about the brand when deciding what to buy.

The research also indicates that music, visuals, and relatable characters in emotional advertisements enhance consumer engagement. These creative elements help create a strong emotional bond between the consumer and the brand. When consumers feel emotionally connected to a brand, they are more likely to develop positive attitudes toward it and show interest in purchasing the product.

Emotional advertisements emphasize values, experiences, and emotions, in contrast to traditional advertisements that only highlight product features or price. Gen-Z consumers, who typically favor brands that represent their feelings, way of life, and goals, find great resonance in this tactic. According to the study's overall findings, Gen-Z consumers' purchase intentions in the two-wheeler industry can be influenced by emotional advertising. Businesses can increase brand awareness, boost consumer recall, and ultimately influence purchase decisions by skillfully utilizing emotional storytelling, captivating imagery, and significant messaging in their advertisements. In conclusion, two-wheeler manufacturers ought to keep funding emotionally charged advertising efforts, especially on digital platforms where Gen-Z customers spend a lot of time.

Marketers can produce advertisements that not only sell goods but also generate powerful



emotional connections by knowing the feelings and values of young consumers

the 8-second attention span and digital touchpoints).

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