Trait-Driven Persuasion: Investigating the Role of Personality in Shaping Advertising Effectiveness

J. Joshua Selvakumar (PhD)
Shilpa Sarvani Ravi (PhD)
Christ University, Bangalore, India
Bharath Sampath (PhD)
Jain University, Bengaluru, India
G. Suganya (PhD)
Kumaraguru College of Liberal Arts and Science, Coimbatore, Tamil Nadu, India

This study examines how the Big Five personality traits influence consumer responses to different advertising appeals persuasive, rational, emotional, humour, and fear. A descriptive research design with snowball sampling was used to collect data from individuals (n = 120). Standardized self-report questionnaires were administered, including a demographic information form, a Big Five personality measure (assessing extraversion, agreeableness, conscientiousness, neuroticism, and openness), and scales evaluating perceived effectiveness of five advertising appeals; overall internal consistency was acceptable for exploratory research (Cronbach's α = .65). Correlation analysis and structural equation modelling (SEM) were conducted. Results reveal distinct associations: agreeableness aligns with humour appeal, neuroticism with emotional and fear appeals, conscientiousness with rational and persuasive appeals, extraversion with fear appeal, and openness with humour appeal. These findings contribute to personality-driven marketing research by providing empirical evidence on how individual differences shape advertising effectiveness. The study highlights implications for advertisers seeking to design targeted and psychologically congruent campaigns based on personality segmentation. Advertisers can apply personality-driven segmentation to design psychologically congruent campaigns.

Keywords. Advertising appeals, big five, consumer psychology, persuasion

*Correspondence concerning this article should be addressed to Ms. Shilpa Sarvani Ravi, PhD, Christ (Deemed-to-be University), Bangalore, India. Email: shilpa.sarvani@christuniversity.in

Introduction

Advertising remains one of the most pervasive forms of consumer persuasion, yet its effectiveness increasingly depends on how well messages align with individual psychological characteristics. Traditional approaches emphasised demographic and psychographic segmentation, but recent advances in personality psychology and data analytics have reshaped the understanding of audience behaviour (Dodoo & Padovano, 2020; Shumanov et al., 2022). Personality defined as a set of enduring traits influencing cognition, emotion, and behavior plays a pivotal role in how consumers attend to, interpret, and respond to marketing communications (McCrae & Costa Jr., 1995; Garanti & Kissi, 2019).

The Big Five Personality Model (Costa & McCrae, 1985) remains a robust and empirically supported framework for examining such differences, explaining how enduring dispositions Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness shape patterns of communication and persuasion (Halama et al., 2020). For example, extraverts often gravitate toward stimulating and emotionally charged messages, whereas conscientious consumers favour structured and rational appeals (Petty & Cacioppo, 2012; Fennis et al., 2004). Agreeable individuals tend to respond positively to humorous and socially engaging advertisements, while those high in neuroticism are more susceptible to fear- or anxiety-based appeals that emphasise safety and reassurance (Lu, 2023).

Recent research on AI-driven personalisation suggests that tailoring advertising content to personality traits can substantially increase engagement and persuasion effectiveness (Shumanov et al., 2022; Peltier et al., 2024). Personality-congruent messages foster higher emotional resonance, click-through rates, and brand loyalty compared to generic campaigns (Park et al., 2025). Moreover, the integration of artificial intelligence enables dynamic prediction of personality traits based on consumer data, enhancing message relevance and precision (Izzo & Picone, 2022; Robalo, 2024).

This evolution signals a paradigm shift from demographic targeting toward psychographic and personality-based segmentation a trend supported by recent applications of interactive marketing and algorithmic advertising frameworks (Peltier et al., 2024; Lan, 2024). Despite this progress, few empirical studies have systematically explored how personality dimensions align with specific advertising appeals, especially within diverse cultural and digital contexts where humour, fear, and emotion may function differently (Lu, 2023). Understanding these

dynamics is vital for creating advertisements that are both effective and ethically persuasive, particularly as consumers increasingly interact with AI-generated or virtual endorsers (Park et al., 2025).

Therefore, this study aims to examine how the Big Five personality traits influence individual responses to five major advertising appeals Persuasive, Rational, Emotional, Humour, and Fear. Drawing upon the Five-Factor Model (Costa & McCrae, 1985), Trait Activation Theory (Tett & Burnett, 2003), and the Elaboration Likelihood Model (Petty & Cacioppo, 2012), this research provides an integrative framework to understand how personality-driven differences shape advertising effectiveness in the modern, data-driven marketing environment.

Theoretical Background

Personality is described as "a dynamic organisation inside the person of psychophysical systems that create a person's characteristic patterns of behaviour, thoughts, and feelings" (Carver & Scheier, 2000, p. 5). The comparative stability and consistency of personality across time have been widely supported, highlighting its influence on behaviour and cognition (McCrae & Costa, 1995; Halama et al., 2020).Trait theory suggests that individuals can be characterised by enduring psychological attributes, known as traits, which shape consistent patterns of behaviour. The Big Five Personality Model (Costa & McCrae, 1985; Goldberg, 1992) remains the most comprehensive framework for describing personality structure, encompassing conscientiousness, agreeableness, openness, neuroticism, and extraversion. This model has been validated across cultures and adapted in various contexts (Halama et al., 2020).

Extraversion reflects sociability and positive affectivity, while neuroticism relates to emotional instability and anxiety proneness (McCrae & Costa, 1995). Openness represents creativity and receptivity to new experiences, conscientiousness captures goal orientation and self-discipline, and agreeableness reflects empathy and cooperation (Tett & Burnett, 2003). Recent cross-cultural validations further confirm the robustness of the Big Five across languages and contexts (Halama et al., 2020).Personality influences both cognitive processing and emotional response in marketing contexts (Dodoo & Padovano, 2020; Shumanov, Cooper, & Ewing, 2022). Extraverted consumers often prefer dynamic and emotionally charged advertisements, while conscientious consumers respond to rational and informative appeals (Peltier, Dahl, & Schibrowsky, 2024). Neurotic individuals, being emotionally sensitive, are more responsive to fear-based or affective messaging (Bagozzi, Gopinath, & Nyer, 1999; Fennis, Das, & Pruyn, 2004). Agreeable consumers tend to

favour socially warm or humorous content that fosters interpersonal connection (Lu, 2023).

Contemporary marketing research also emphasises personality-based engagement, which integrates psychographic insights to predict ad effectiveness (Dodoo & Padovano, 2020; Izzo & Picone, 2022). Advances in AI and predictive modelling have enabled advertisers to infer personality traits from online behaviour and customise persuasive messages accordingly (Shumanov et al., 2022; Park, Chu, & Chung, 2025). These approaches align with the Trait Activation Theory (Tett & Burnett, 2003), suggesting that contextual cues such as emotional or humorous ad content activate specific personality traits that influence consumer responses. Advertising appeals have evolved from simple emotional and rational frameworks to multifaceted, interactive models. Emotional appeals evoke affective responses that enhance brand recall and loyalty (Bagozzi et al., 1999; Belch & Belch, 2016). Rational appeals rely on cognitive elaboration and argument strength, appealing to the audience's self-interest and logical evaluation (Petty & Cacioppo, 2012; Kline, 2023). Humour-based appeals capture attention and foster positive affect, particularly among agreeable and open individuals (Lu, 2023). Fear appeals, on the other hand, motivate protective behaviour by highlighting risk and uncertainty (Robalo, 2024).

Recent studies also highlight the interaction between personality and advertising appeal types. For example, extraverts show stronger responses to stimulating, fear-based content, whereas conscientious individuals prefer structured, rational messages (Fennis et al., 2004; Shumanov et al., 2022). Neurotic individuals respond more to emotionally charged content, and agreeable individuals prefer humorous or socially engaging messages (Lu, 2023). AI-driven personalisation has further magnified these relationships, showing that personality-congruent ads significantly improve engagement and persuasion outcomes (Peltier et al., 2024).

Agreeableness is one of the dimensions of the Big Five personalities that has been closely correlated with the tendencies to prosociality and a tendency to prefer an affiliative communication style. According to recent research, people with high agreeableness are the ones who are responsive to humorous, empathetic, and socially positive advertising messages because humour is known to create emotional attachment and cooperative interaction. As an example, Taheran et al. (2024) studied the evolutionary psychology of consumers and discovered that the affect-related appeals, especially humour and warmth, increase the

engagement of the agreeable individuals who treasure social cohesion and emotional balance. Equally, Gross and Schooler (2024) emphasised the fact that creativity and humour are based on atypical salience processing, which is also consistent with the inclination of agreeable people to inclusive and socially adaptive humour. Selcuk and colleagues emphasise that agreeable people like the emotionally positive and socially inclusive type of communication that makes the message more credible and authentic (Selcuk et al., 2024). Collectively, these results indicate that agreeable personalities respond to humour appeals as they maintain positivity between people and minimise psychological defensiveness in persuasion. The personality integration into the human-computer interaction design has also received interest. John M. Carroll (1997) examined the use of psychological design in terms of providing better user experience, where humour and empathy in interface messages proved to be most useful when dealing with more agreeable users, since they foster emotional attachment and trust. Furthermore, a study conducted by Hongbo Li et.al. (2023) revealed that humour and positive social reactions of hosts in live-stream shopping settings increase consumer interaction, especially among agreeable shoppers who value the warmth of relationships in online space.

In a meta-perspective, Wen et al. (2024) have examined the presentation of personality traits in the large language models and found that the agreeable conversational styles can include the affiliative humour and supportive tones- similar to human social communication tendencies. The authors, Zhong and Adilbish (2024) discovered that e-commerce anchors that use humour and friendliness possess the ability to establish rapport effectively, which boosted purchase intention in agreeable audiences. In the meantime, the works such as Gross and Schooler (2024) and Ferreria (2024) also associate the generation of creativity and humour with the underlying cognitive and emotional processes that correlate with agreeableness and explain that socially adaptive humour is not only entertaining but also strengthens group cohesion. Although Batky et al. (2024) pay attention to psychopathy and deficit of emotions, these authors indirectly support this perspective by the comparison of antisocial quality (low agreeableness) with the loss of responsiveness to humour and empathy-related signals. In consumer psychology, Kanev et al. (2024) point out that eWOM messages that have a humorous and positive tone can boost the perceived trustworthiness, which once again appeals to the agreeableness-based social motivation. Last but not least, Lam (2024) analysed the approaches to the validation of the responses that the

participants provide during the social science research and discovered that the reactions caused by the personality (as well as humour) are frequently associated with authenticity, which explains the emotional significance of humour to the agreeable individuals. Altogether, the recent literature demonstrates that agreeable consumers find humour to be a socially integrative and emotionally rewarding cue, which makes persuasion, brand affinity, and trust more powerful. Affiliative, warm, and non-aggressive humour appeals are most successful with people with high agreeableness, so humour advertising with a personality appeal is an increasingly common research subject in the marketing and digital psychology spheres.

Neuroticism, which is defined by increased emotional sensitivity, anxiety and responsiveness to threat, has been repeatedly related to increased responsiveness to emotional and fear-based persuasive appeals. The recent literature notes that emotionally colored or threatening stimuli have a higher perceptual, cognitive, and behavioural reactivity in individuals with high neuroticism, and thus emotional and fear appeals are going to be highly relevant when addressing this kind of personality. As an example, a meta-analytic review study of the impact of a threat on visuospatial perception and behaviour was carried out by MacIntyre et al. (2024) in Clinical Psychology Review. The results showed that when subjected to threatening stimuli, these individuals perceived the threat stimulus as bigger and nearer, and this point illustrates cognitive biases with increased vigilance in the neurotic individual, which indicates that fear appeals can induce the same effect of amplifying perception in marketing and communication situations. In the same way, Jenkinson et al. (2024) in EClinicalMedicine conducted a review of interoceptive processes in anxiety and depression and discovered that neurotic individuals tend to have exaggerated body awareness and emotional dysregulation, which enhances reactions to emotional and fear-based communication. Additional data to support the connection between emotional vulnerability and neuroticism arises because Baluni et al. (2024) discovered that there is strong consistency between emotional distress and maladaptive psychological outcomes, such as suicidal ideation, in clinical populations. They state that emotional reactivity is critically important in the formation of cognitive evaluations, which reflect the way neurotic consumers may react to advertising that triggers their emotions. Also, Clinical Psychology Review showed that the negative correlation between psychopathy and anxiety can be used to support the concept of high-anxiety (i.e., neurotic) people being more prone to the power of emotional

appeal, which proves the attractiveness of fear-based and empathetic persuasion approaches (Batky et al., 2024).

Emotional dysregulation is also associated with neuroticism, as noted in neurodevelopmental and genetic perspectives. Treccarichi et al. (2024) discovered SOX12 gene mutations linked to emotional and behavioural disorders and biological bases to increased affective sensitivity, which should be compatible with neurotic personality. This biological activity has a behavioural expression in the form of more intense reactions to emotionally adequate messages. At the behavioural level, Günden et al. (2024) examined the issue of emotional obstacles and cognitive biases in consumer acceptability of novel foods, in which risk aversion and emotional discomfort, which are characteristic of high neuroticism, are crucial determinants of behavioural resistance. This is in line with advertising studies that fear appeals may be effective in getting such people into action since fear appeals are addressing their hidden fears. In the same manner, Matvienko-Sikar et al. (2024) emphasised emotional and cognitive distortions in the behavioural intervention research and the importance of the anxiety-induced perception in the result, which is applicable to the study of the efficacy of emotional appeal. This understanding is also enhanced by cultural and literary views. Oriordan et al. (2024) examined the unconscious psychological process in literature and discovered that fear, loneliness, and sadness are common emotional patterns that are associated with neurotic behavioural patterns. Their conclusions are indicative of the vibrant root of emotional stories among neurotic people. Moreover, in a review of the personality in large language models, Wen et al. (2024) found that simulated neuroticism features were linked to more emotional expression and sensitivity to fear-like human psychological behaviour in digital communication. Lastly, Li (2024) highlighted the contribution of emotional and moral responsibility in behaviour motivation in organisational settings, demonstrating that persons susceptible to emotional appeals, especially to feelings of anxiety and concern, are more receptive to messages that focus on risk and consequence.

Conscientiousness involves being clean, hardworking and a liking of organised information. According to recent literature, conscientious consumers prefer rational and evidence-based appeals based on functionality and performance. According to Taheran et al. (2024), the reaction to utilitarian messaging is better among conscientious persons compared to hedonic messaging, as the former emphasises logic, clarity, and reliability more than the latter does. This matches with previous

studies that have identified a relationship between conscientiousness and cognitive elaboration and distrust of vague or exaggerated statements. Therefore, the persuasive tactics to be used on this group should anticipate verifiable product features, systematic arguments, and facts of accuracy, in accordance with their cognitive style.

One of the fundamental aspects of the Big Five personality attributes is conscientiousness, which is defined as self-discipline, organization, and a high sense of sticking to goal-oriented behaviour. Recent literature outlines its importance in directing logical decision-making and responsiveness to logic-based persuasive appeals, as opposed to emotional appeals. Conscientious individuals also like the message appeals based on facts, credibility, ethical reasoning as they have their internalised values of responsibility and reliability.

Rebar et al. (2024) created a computational model of habit formation in behavioural modelling, which reveals that conscientious people do not change their behaviour due to reinforcement of goal-driven behaviour across situations (Rebar et al., 2024). This tendency helps to prove that conscientiousness helps to prefer rational and systematic appeals to conform to unchangeable personal norms. On the same note, Li (2024) conducted a review of organisational sustainability literature and found that conscientiousness-related green behaviours were influenced by rational appeals, namely policy clarity, ethical leadership, and cognitive compatibility with environmental objectives (Li, 2024). Ethically speaking, Nemr and Liu (2024) found that conscientious employees would positively react to ethical persuasion strategies that employ logical and moral reasoning to support group cooperation and accountability (Nemr and Liu, 2024).

This facilitates a general perspective that conscientiousness is bound with the persuasive efficacy when messages are framed in terms of the ethical integrity and social responsibility. Günden et al. (2024) investigated rational barriers and drivers in acceptance of novel foods, and the study revealed that conscientious consumers prefer to use cognitive processing, analytical reasoning, and information credibility to make purchase decisions (Günden et al., 2024). Their results indicate that conscientious consumers respond to appeals that are rationally framed, e.g. those that are based on safety, sustainability and evidence.

In their meta-analysis, Batky et al. (2024) focused extensively on psychopathy and internalising symptoms; however, they indicated indirectly that measurement precision and cognitive control could be valuable attributes, which differ from impulsivity, which is characteristic

of low conscientiousness (Batky et al., 2024). This would be converted into responsible individuals in the context of persuasive communication being more inclined to deliberate and analyse message logic before the development of attitude. Altogether, the existing literature highlights that conscientious people are systematic processors of persuasion messages, and they believe in structure, consistency, and moral compatibility to frame messages. Logical and evidence-based appeals are therefore particularly useful to this audience, as they can be persuaded more by the involvement of the mind and not by the emotions.

Extraversion: extraversion has been theorised in relation to the response of individuals to emotional stimuli driven by arousal, like appeals to fear. Recent neuropsychological studies have shown that extraverts also have unique neural and perceptual reactions to threat-related stimuli, which are usually interpreted as challenging or exciting and not necessarily aversive. This difference is at the centre of how the fear appeal can be used to encourage action or involvement among the extraverted audiences.

Evidence of these changes in the perceptual and behavioural reaction is provided by the systematic review of MacIntyre et al. (2024) in Clinical Psychology Review, showing that threat stimuli change the perceptual and behavioural reactions by increasing the attentional focus and the spatial perception (MacIntyre et al., 2024). These processes indicate that high extraversion, which is more arousal-tolerant and reward-sensitive, individuals may find fear appeals to be interesting and increase perceived control and interest instead of avoidance. These reactions cause extraverted people to be more open to persuasive messages which are based on manipulated measures of danger or desperation.

Similar results are obtained by Complementary findings published in Clinical Psychology Review by Batky et al. (2024), who demonstrated that there is a complex relationship between psychopathy (commonly linked with low anxiety and high stimulation-seeking) and emotional sensitivity (Batky et al., 2024). This substantiates the fact that more extraverted and less neurotic individuals have a higher ability to approach fear stimuli without subsequent withdrawal attribute which contributes to the level of persuasion to moderate-intensity fear appeals. Günden et al. (2024) studied consumer decision-making in the context of novel products and found that openness to risk is determined by personality-based differences in cognitive bias and emotional regulation (Günden et al., 2024). Extraverts are driven by curiosity and excitement to perceive information that is risky or fearful as a challenge instead of a deterrent,

which makes fear marketing especially likely to succeed when presented through power or thrill-inducing signals.

Lastly, Wen et al. (2024) conducted a review of the personality manifestations in large language models and revealed that extraversion-related communication styles are defined by increased affective expressivity and interest in arousing content (Wen et al., 2024). This is in conformity with behavioural data that extraverts are likely to exaggerate the emotional and cognitive aspects of fear-based messages, which they see as exciting and not frightening.Cumulatively, these studies lead to the realisation that extraverted people respond more positively to moderate fear appeals, which arouse emotions but do not instil much threat. This is capitalised in effective persuasion methods used by extraverts, which should be framed according to the fear-related messages involving excitement, control and approach motivation as opposed to avoidance and anxiety.

Openness to experience is a manifestation of intellectual curiosity, sensitivity to aesthetic things, and openness to new and complicated ideas. It is very important in influencing the way people interpret new, funny, and innovative messages. Humour appeals of this kind usually depend on incongruity resolution, which is a process that needs cognitive flexibility and ambiguity tolerance, which highly open people have in common. Recent research in both marketing psychology and behavioural. Sciences propose that openness improves the value of humour-based persuasion since these people are pleased with newness, surprise and symbolism. Regarding the contextual aspect of consumer behaviour, Taheran et al. (2024) in Psychology and Marketing underlined the important role of openness in the interaction of affective and evolutionary cues between consumers and commercials, such as humour and playfulness (Taheran et al., 2024). Their results imply that more open persons have more affective reactions to innovative and non-conformist message framing, especially including wit, novelty, or irony, as these messages matter to their exploration mode of thought.

As well, Wen et al. (2024) analysed the expression of personality traits in expressive communication and discovered that openness is linked to divergent thinking and expressive flexibility that simultaneously boosts the receptivity to humour-laden and metaphoric content (Wen et al., 2024). This fits in the humour processing theories where appreciation comes as a result of identifying and solving incongruencies, which is an aspect that open people are adept at. Concerning sensory marketing, an article review by Wang et al. (2024) in the Food Chemistry: X identified the innovations

in sensory experience design and highlighted the positive affective reactions of the open consumers to the information that is new, multisensory, and presented creatively (often with the use of humorous or experience-oriented features) (Wang et al., 2024). This is where their findings become indirect evidence in support of the concept that openness mediates the enjoyment and persuasiveness of humour-based stimuli in experience-related activities like food marketing and branding.

Lastly, Zhong and Adilbish (2024) examined the online behaviour of e-commerce anchors and found that creativity, humour, and self-disclosure are important qualities to online interaction (Zhong and Adilbish, 2024). According to their bibliometric review, open-minded communicators are more successful in using humour and improvisation to establish consumer confidence and affective bond, which is the persuasiveness of humour in the digital communication setting. Taken together, these studies support the assumption that openness facilitates the receptivity to humour appeals through the appreciation of novelty, complexity and playfulness. Humour is also used as a form of entertainment as well as a cognitive reward system among open-minded people, which improves attention, recall of messages, and forming attitudes in a persuasive context.

In summary, the literature establishes that personality traits not only shape individual attitudes and behaviour but also moderate the impact of advertising appeals. Yet, limited empirical research has examined these relationships comprehensively using both traditional psychometric and modern AI-based marketing perspectives. The present study addresses this gap by exploring how the Big Five traits predict responsiveness to five key advertising appeals persuasive, rational, emotional, humour, and fear using a structural equation modelling approach. Persuasive communication research has always been affected by personality psychology, especially the role of individual differences in the Big Five traits of agreeableness, neuroticism, conscientiousness, extraversion, and openness in influencing the answers to advertising appeals. A revival of interest in the consistency of personality profiles and certain message framing strategies has occurred in the period between 2020 and 2025, developing a trait-congruence viewpoint in consumer psychology.

Rationale

Personality influences attention, emotion, and decision-making, all of which affect how consumers process advertisements. The Five-Factor Model (FFM) provides a robust framework for understanding stable individual differences in consumer behaviour, with traits such as openness,

conscientiousness, extraversion, agreeableness, and neuroticism shaping perceptions and responses to marketing stimuli (McCrae & Costa, 1995; see also recent evidence of substantial correlations between personality and advertising responses, especially for extraversion, agreeableness, and openness; Grochowska et al., 2024). Trait Activation Theory posits that situational cues like the type of advertising appeal activate trait-relevant behaviours, such that emotional, humour, or fear appeals may resonate differently depending on an individual's trait profile. Integrated with the Elaboration Likelihood Model (ELM), which distinguishes between central and peripheral routes of persuasion, personality traits can influence whether a consumer engages in deep (cognitive) or surface (affective) processing of an ad message. For example, individuals higher in conscientiousness may be more likely to process rational appeals centrally, whereas those higher in neuroticism may be more sensitive to emotional and fear-related cues (Petty & Cacioppo, 1986). Furthermore, emerging research in digital contexts shows that personality traits significantly influence consumers' responses to personalized and trait-aligned advertising, including click-through intentions toward tailored social media ads among Gen Z (Saha et al., 2024). Collectively, these findings support the view that personality traits function as moderators of persuasive impact across diverse advertising appeals, underscoring the need for personality-driven segmentation in designing psychologically congruent campaigns that match the cognitive and emotional processing styles of target consumers.

Objectives of the study

1. To examine the relationship between the Big Five personality traits and different types of advertising appeals.
2. To identify which personality traits are most strongly associated with each advertising appeal.
3. To provide actionable insights for advertisers to tailor messages based on personality-driven segmentation.

Hypotheses

1. Agreeableness positively predicts humour appeals.
2. Neuroticism positively predicts emotional and fear appeals.
3. Conscientiousness positively predicts rational and persuasive appeals.
4. Extraversion positively predicts fear appeals.
5. Openness positively predicts humour appeals.

Method

Research Design

Using a descriptive, cross-sectional design, data were collected once from a sample of consumers to analyze the relationships between personality traits and perceived advertising effectiveness through correlation analysis and structural equation modelling.

Sample

A sample of N=120 respondents aged 18 and above participated via online questionnaires distributed through social media. Snowball sampling was employed due to accessibility constraints and the exploratory nature of the study. While this limits generalizability, it provides useful insights for theory building.

Table 1

General Demographic Characteristics of the Participants (N=120)

Variable	Category	n	%
Gender	Male	67	56%
	Female	53	44%
Age	18–24 years	44	36%
	25–30 years	62	52%
	Above 30 years	14	12%
Occupation	Student	70	58%
	Working Professional	44	37%
	Others	6	5%
Location	Metro City	53	44%
	Non-Metro City	67	56%

Measures

Demographic Information.

Demographic data were obtained using a brief self-report form assessing gender (male, female), age (18–24 years, 25–30 years, above 30 years), occupation (student, working professional, others), and location (metro or non-metro city).

Big Five Personality Traits.

Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness were assessed using a self-developed multi-item questionnaire. Items were rated on a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree) and reflected trait-relevant descriptors. Content validity was reviewed by field experts, and internal consistency for the personality scale structure met the threshold for exploratory analysis.

Advertising Appeals.

Responses to persuasive, rational, emotional, humour, and fear-based advertising stimuli were measured using a self-constructed 5-point Likert scale (1 = not at all effective to 5 = highly effective). Participants indicated the perceived effectiveness of each appeal after exposure to the advertisement materials. Indicators demonstrated sufficient measurement performance for inclusion in SEM procedures.

Psychometric Properties.

All measures were self-report instruments designed for the present study. The combined scale structure produced a Cronbach's alpha of .65, which is acceptable for exploratory research, although coefficients ≥ .70 are preferable for confirmatory purposes (Kline, 2015).

Procedure

Participants were recruited through social media using a snowball sampling approach. Individuals who consented to participate completed an online questionnaire package containing demographic items, the personality scale, and ratings of advertising appeal effectiveness. Respondents viewed a set of advertisements representing persuasive, rational, emotional, humour, and fear appeals, and then evaluated each appeal using the corresponding Likert-type items. Data were collected anonymously and participation was voluntary.

Data Analysis

Data were analyzed using SPSS and SmartPLS. SPSS was used to compute descriptive statistics, reliability coefficients (Cronbach's alpha), and correlation analyses examining associations between personality traits and responses to advertising appeals. SmartPLS was employed for structural equation modeling (SEM) to test the hypothesized pathways and assess the direct effects of personality traits on advertising effectiveness. The combined use of SPSS and SmartPLS enabled preliminary data screening and rigorous modeling of latent variables, providing a comprehensive assessment of personality-driven differences in advertising responses.

Ethical Considerations

Participation was voluntary and informed consent was obtained electronically prior to data collection. Respondents were assured of anonymity and confidentiality, and no identifying information was recorded. The study involved minimal risk and participants were free to withdraw at any stage without penalty. Data were used solely for academic purposes and stored securely. All procedures complied with standard ethical guidelines for behavioural research.

FIAT AD

UNICEF AD   **NYC AD**

Ad Pedigree Dentastix   **Ad Road safety**

The advertisement images (FIAT road-safety, UNICEF, NYC public-service, and Pedigree Dentastix) are presented as visual examples of the appeal types evaluated in the study and are included here for illustration of the stimuli used in participant assessments.

Results

The present research was conducted with the aim to examine the influence of Big Five personality traits on consumers' responses to different advertising appeals. The study recruited a total of 120 participants, with 52 males and 68 females, aged between 18 and 35 years (M = 24.1, SD = 4.2). Participants represented both metro and non-metro cities, and included students, working professionals, and others. Table 2 provides the correlation analysis between the personality types and advertising appeals in the given below.

Table 2

Correlation between the Personality types and Advertising Appeals (N=120)

| Variable	1	2	3	4	5	6	7	8	9	10
EXT	1	–	–	–	–	–	–	–	–	–
AGR	0.073	1	–	–	–	–	–	–	–	–
CON	–0.196	–0.113	1	–	–	–	–	–	–	–
NEU	0.032	–0.081	–0.045	1	–	–	–	–	–	–
OPN	0.070	0.117	–0.027	–0.125	1	–	–	–	–	–
PERS	0.003	–0.062	0.533	0.125	0.110	1	–	–	–	–
EMO	0.156	–0.091	0.695	0.573	0.021	0.166	1	–	–	–
RAT	0.049	–0.042	0.423	0.091	–0.070	0.068	0.476	1	–	–
HUM	–0.068	0.721	0.035	0.064	0.651	0.005	0.045	0.059	1	–
FEAR	0.453	0.034	0.054	0.315	0.149	–0.078	0.195	0.016	0.044	1

Note: p< .05, **p< .01, ***p < .001, EXT = Extraversion, AGR = Agreeableness, CON = Conscientiousness, NEU= Neuroticism, OPN=Openness to experience, PERS= Persuasive appeal, EMO= Emotional Appeal, RAT= Rational Appeal, HUM= Humour Appeal, FEAR= Fear Appeal

As shown in Table 2, positive associations were observed between specific personality traits and advertising appeals. Agreeableness was strongly correlated with humour appeals (r = .721), indicating that individuals higher in agreeableness tend to respond more favorably to humorous advertising. Neuroticism was positively associated with emotional appeals (r = .573), suggesting that participants higher in neuroticism are more sensitive to emotionally charged content. Conscientiousness showed a moderate positive correlation with rational appeals (r = .423), reflecting a preference for logical and goal-oriented advertising messages. Additionally, extraversion was positively correlated with fear appeals (r = .453), indicating that more extraverted individuals may be more responsive to fear-based

messages. These findings support the hypothesis that personality traits differentially influence responses to specific types of advertising appeals

Structural Equation Modelling

### **Figure 1. Conceptual Framework of Trait-Driven Persuasion**
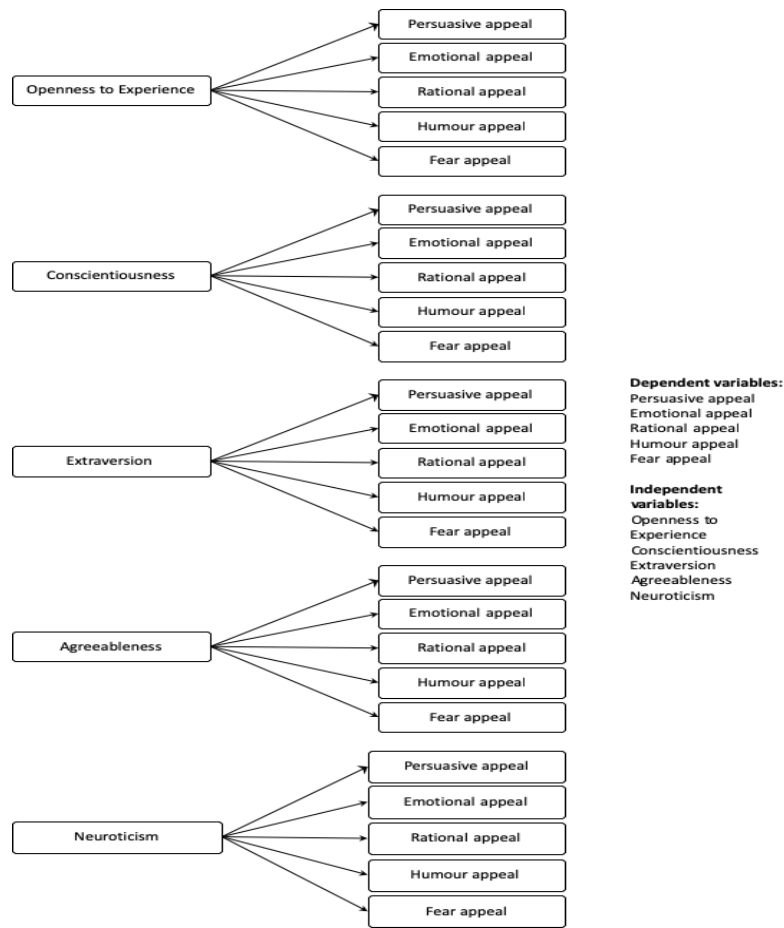
Note: (Illustrates the five Big Five traits as independent variables predicting five advertising appeals.)

Model fit indices indicated an acceptable fit (SRMR = 0.07; RMSEA = 0.06; CFI = 0.93). Standardized path coefficients supported all proposed relationships. The Big 5 personality dimensions were individually mapped to the advertisement appeals, and the significance of each of the appeals was tested.

Figure 2. Personality Trait Agreeableness on Advertising Appeals
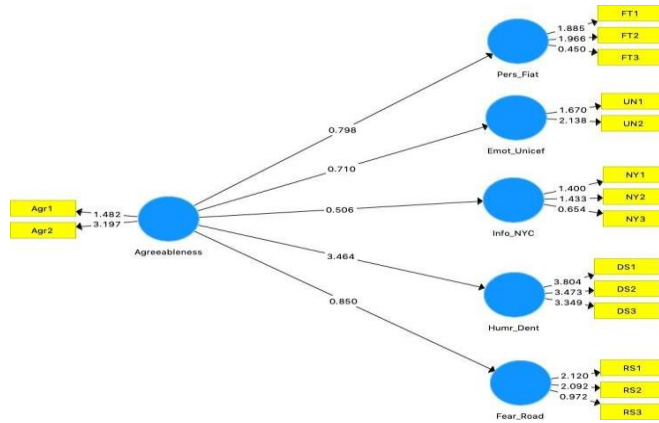

Agreeableness:

People with agreeableness as their predominant personality type were attracted towards humour appeal. This is validated by agreeableness having a t-value of 3.464 towards Humour appeal. The coefficients show that Agreeableness has the most direct effect on Humour Appeals with a value of 3.464, although there is also a small influence of the Fear Appeal on the same, with a value of 0.650. Ag1 and Ag2 are the most decent predictors of "Agreeableness" itself. Betas with higher values are more related, as the standardised values can be easily compared.

**Figure 3: Personality Trait Neuroticism on Advertising Appeals**
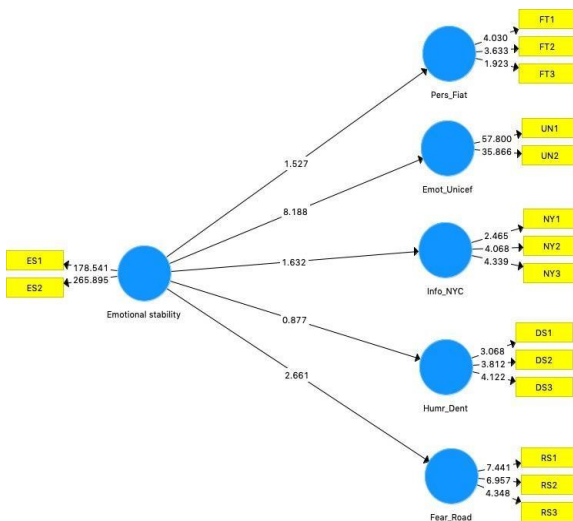
Neuroticism:

The data has shown that Emotional Stability is the most influential factor in the Persuasive Appeal and Fear Appeal factors and indicates that both the traits exhibit great results. Emo1 and Emo2 are good measures of the feature as their results are extremely high. Practically significant impacts are those with standardised and direct pathways greater than 1.0 or 2.0.People with Neuroticism as their predominant personality type are largely influenced by Emotional and Fear appeal advertisements. Neuroticism has significant t-values of 8.188 and 2.661 towards Emotional appeal ads and Fear appeal ads, respectively.

Figure 4: Personality Trait Conscientiousness on Advertising Appeals
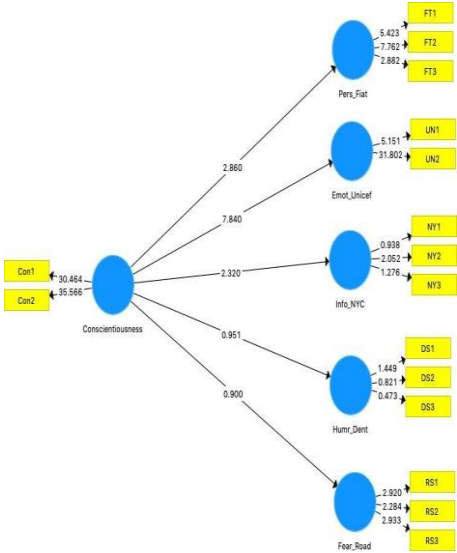

Conscientiousness:

People with Conscientiousness as their predominant personality are largely influenced by Emotional appeal ads with a t-value of 7.840. They also gravitate towards the Persuasive appeal advertisement and the Rational advertisement of t-values of 2.86 and 2.32, respectively. The influence of conscientiousness on the Persuasive appeals, Emotional appeal and Rational Appeal is also significant, as the coefficients show a positive relationship. The indicators that play a significant role in determining the measured characteristic are Con1 and Con2. Direct pathways have strong and significant causal effects at 2.0 or above.

Figure 5: Personality Trait Extraversion on Advertising Appeals
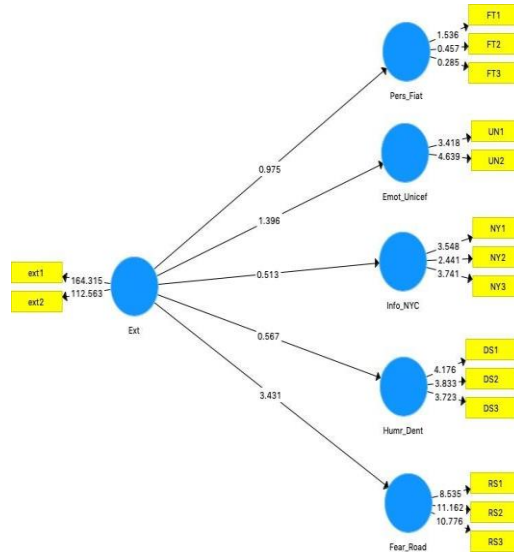
Extraversion:

The extraversion factor underneath is well represented by ext1 (164.315) and ext2 (112.167), which are the best measurement indicators of the Ext model. Extraversion (4.176) is the best predictor of the outcome factor of "Fear Appeal", and next are Humour Appeal (3.421), Info_NYC (2.144), Emotional Appeal (1.396), and Persuasive Appeal (0.913). That means Fear appeal is most closely linked to extraversion change that ought to influence him the most. The positive effects show that higher extraversion is related to higher scores on all of these outcomes. The relatively high ext1, ext2 measurement coefficients also demonstrate that the Ext factor itself is reliably assessed. The model has very high explanatory power of such relationships, as the values that are greater than one are considered as powerful effects. People with extraversion as their predominant personality type are influenced by Fear appeal ads with a significant t-value of 3.431.

Figure 6: Personality Trait Openness on Advertising Appeals
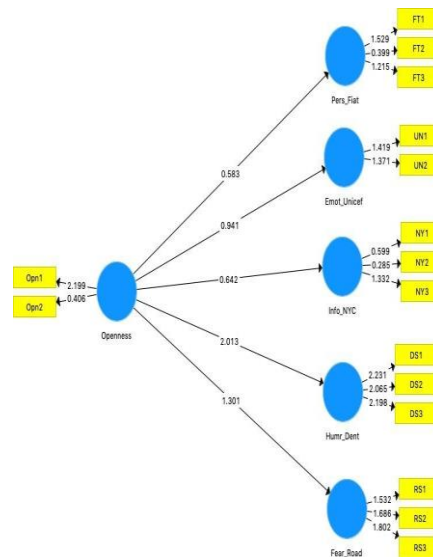
Openness:

People with Openness as their predominant personality type are attracted towards humour appeal with a significant t-value of 2.013. The influence of openness on the outcome variables of the model is moderately strong, with Pers_Fait (2.505) being the greatest coefficient. There is strength in Ope1 and Ope2 measurements. Coefficients exceeding one are considered to possess a strong level of correlation, which would assist in identifying key contributory factors.

Discussion

The results from the demographic analysis show that among the 120 respondents, 56% (67) were male and 44% (53) were female. It also showed that 37% of the respondents (44) fall under the age category of 18 to 24 years, 51% of respondents (62) fall under the category of 25 to 30 years, and the remaining 12% of respondents (14) fall under the category of above 30 years. People with agreeableness as their predominant personality type were attracted towards humour with a t-value of 3.464. People with Neuroticism as their predominant personality type are largely influenced by Emotional appeal advertisements with a t-value of 8.188. People with Conscientiousness as their predominant personality are largely influenced by Emotional appeal ads with a t-value of 7.840. People with extraversion as their predominant personality type are influenced by Fear appeal ads with a significant t-value of 3.431. People with Openness as

their predominant personality type are attracted towards humour appeal with a significant t-value of 2.013.

The study underscores the importance of understanding the personality traits of the target audience to design more effective advertising campaigns. By aligning advertising appeals (e.g., emotional, rational, humorous, fear-inducing) with the personality characteristics of consumers, advertisers can create more personalised and impactful advertisements. The findings indicate that different personality types are attracted to different types of advertising appeals. For instance, individuals high in agreeableness are more drawn to humorous appeals, while those high in neuroticism respond better to emotional and fear-based appeals. Marketers can use these insights to develop targeted marketing strategies that cater to the specific personality profiles of their target segments. Understanding the relationship between personality traits and advertising appeals enables advertisers to create more engaging and persuasive advertisements that resonate with their target audience. This can lead to increased brand awareness, positive attitudes towards the advertised product or service, and ultimately, higher conversion rates. The study suggests that by tailoring advertising campaigns to specific personality types, businesses can potentially reach a wider range of consumers and explore new market opportunities. This approach can be particularly useful for companies looking to expand their customer base or enter new market segments.

The findings confirm that personality significantly influences advertising appeal preferences. Agreeable individuals gravitate toward humour, reflecting their tendency toward sociability and harmony (McCrae & John, 1992). Neurotic consumers respond more strongly to emotional and fear appeals, aligning with their higher sensitivity to negative affect (Mowen et al., 2004). Conscientious individuals prefer rational and persuasive messages, consistent with their goal-oriented and analytical tendencies (Costa & McCrae, 1992). Extraverts are drawn to high-arousal fear-based content, while open individuals favor humorous, creative messaging.

Conclusion

The study demonstrated that personality traits significantly predict preferences for distinct advertising appeals. Agreeableness and openness align with humour, neuroticism with emotional and fear, conscientiousness with rational and persuasive, and extraversion with fear. These insights support the strategic design of targeted advertising campaigns rooted in psychological profiling.

The paper also shows that personality traits are major predictors of preference towards various advertising appeals. The extraversion is in harmony with fear of neuroticism, emotional and fear, extraversion and persuasion, and conscientiousness and fear. The insights are helpful in the planning of specific advertising campaigns based on psychological profiling. Besides, the existence of these personality-appeal connections enables marketers to identify messages that will be emotionally and cognitively appealing to various consumer groups. When persuasive strategies are aligned with the natural dispositional personalities, one can attain higher engagement, trust, and recall of the campaigns. The use of psychographic knowledge, combined with creative communication, also encourages ethical personalisation and the authenticity of the message. Finally, the use of personality-driven advertising appeal can help in aiding an effective, emotionally sensitive and psychologically-oriented marketing practice.

Limitations and Suggestions

Despite the valuable insights obtained, the study has several limitations. The use of non-random (snowball) sampling restricts the generalizability of the findings, as the sample may not fully represent the broader population of consumers. The modest sample size (n = 120) may affect the robustness of the structural equation modeling (SEM) results, limiting the statistical power to detect smaller effects. Additionally, the study was conducted in a cultural context limited to urban and semi-urban respondents, which may not capture responses from rural populations or other cultural settings, thereby affecting external validity. Future research could enhance generalizability by employing larger and more diverse samples, including participants from varied geographic and cultural backgrounds. Utilizing randomized sampling techniques would help reduce potential selection bias. Expanding the study to include cross-cultural comparisons or longitudinal designs could provide deeper insights into how personality traits interact with advertising appeals over time and across contexts, thereby strengthening the evidence for personality-driven marketing strategies.

Implications

Advertisers can apply personality-driven segmentation to design psychologically congruent campaigns. For instance, humour-based appeals may be most effective for agreeable audiences, while emotional storytelling can engage neurotic consumers. Integration of AI-based personality analytics could further enhance personalization. Theoretical contributions of study is that its extends the application of personality

psychology in marketing by empirically linking the Big Five traits to specific advertising appeals, integrating FFM with ELM and Trait Activation Theory.

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