INFLUENCE OF HUMAN IMAGES IN ADVERTISEMENTS ON CONSUMERS' EXPERIENTIAL PURCHASE INTENTIONS

Chioma Ifeoma Agbasimelo[1] Kingsley Chukwudubem Ezekwelu[2]
[1]*Department of Mass Communication, Nnamdi Azikiwe University, Awka, Anambra State, Nigeria.*
[2]*NnamdiAzikiwe University, Awka, Anambra State, Nigeria*
Emails: ic.agbasimelo@unizik.edu.ng[1]; kingsoce@gmail.com[2]
Correspondence: ic.agbasimelo@unizik.edu.ng

Abstract
Experiential purchase intentions refer to a consumer's deliberate intention or willingness to buy products, services, or experiences primarily for the emotional, psychological, or sensory experiences they offer rather than their functional or material utility. This study examined the influence of human images in advertisements on consumers' experiential purchase intention. The study anchored on Hedonic Consumption Theory (Holbrook & Hirschman, 1982) and Self-Determination Theory (Deci & Ryan, 1985), which collectively explain how emotional gratification and intrinsic psychological needs drive consumer engagement with experience-based products when human images are present in advertisements. The study adopted a cross-sectional survey research design. The population of the study comprised of residents of Anambra State, Nigeria. The sample size for the study was 384 respondents using Cochran's (1977) sample size estimation formula. Data were collected through online survey. The Data were analyzed using descriptive and inferential statistical tools. Findings revealed that human images in advertisements significantly enhance consumers' emotional connection with products increase memorability, and influence their intention to engage in experiential purchases. The results further showed that demographic variables such as age, gender, and income influence the strength of this effect. The study also found that human images serve as persuasive emotional and motivational cues that intensify experiential purchase intentions. Based on the findings, the study recommends that advertisers and marketers of experiential and luxury goods should strategically integrate expressive and relatable human imagery tailored to target demographics to evoke emotional resonance, stimulate imagination, and boost purchase intentions.

Key words: *Human Image, Advertising, Consumers, Purchase Intention, Experimental Purchase.*

Introduction

In contemporary consumer culture, advertisements have evolved beyond mere informational tools to become powerful persuasive instruments that shape consumer behaviour and decision-making. A prominent strategy employed in modern advertising is the use of human images ranging from celebrities and models to everyday individuals, to convey brand narratives and influence consumer perception (Ono & Ono, 2024). These human images serve not only to humanize products and services but also to foster emotional and psychological connections between the consumer and the brand (Orth et al., 2017). As advertising shifts from product-centered messaging to experience-centered appeals, understanding the influence of human imagery on consumers' experiential purchase intentions has become increasingly important. Experiential purchases, as defined by scholars such as Gilovich, Kumar, and Jampol (2015), are those made with the primary intention of acquiring a life experience, rather than a tangible product. These purchases, such as vacations, concerts, or dining experiences are often influenced by emotional and psychological triggers more than functional utility. The imagery employed in advertising plays a crucial role in stimulating these triggers. Human images in advertisements often function as social proof by connecting with consumers' aspirations and desires. By showcasing relatable emotions, lifestyles, and identities, these images can influence consumers to engage in similar experiences or adopt certain behaviors, thus boosting brand engagement and potentially driving purchasing decisions (Wang et al. 2023; .Meng et al. 2025).

Research suggests that visual cues, especially those involving human faces or bodies, are particularly potent in capturing attention and eliciting emotional responses (Bakhshi, Shamma, & Gilbert, 2014). These emotional responses, in turn, seem to significantly influence the intention to purchase experiential goods and services. When consumers see human figures enjoying an experience in an advertisement, such as people dining in an exotic location or attending a vibrant music festival, it may make them visualize themselves in similar scenarios, thereby enhancing their inclination to make a purchase that promises a comparable experience. According to Tajfel and Turner's (1979) social identity theory, individuals are more likely to be influenced by people with whom they identify. Therefore, advertisements that feature diverse human images reflecting different social, cultural, or demographic backgrounds can cater to a wide array of consumer identities, making the experiential appeal more inclusive and effective. Likewise, affective conditioning, which links emotional responses to neutral stimuli, suggests that repeated exposure to positive human imagery in ads can condition consumers to associate the brand or experience with favorable emotions (De Houwer, Thomas, &Baeyens, 2001).

In the digital age, where visual content dominates advertising across platforms such as Instagram, YouTube, and television, human images have gained even greater importance. Digital marketing campaigns often rely on influencers and individuals who

use their human presence and relatability to promote experiential brands, inspire consumer trust and drive purchase intentions. Despite the growing prevalence of human imagery in experiential advertising, limited empirical attention has been given to the specific mechanisms through which these images influence consumers' experiential purchase intentions, especially in developing economies where cultural context might modulate such effects. This gap necessitates a deeper investigation into the dynamics at play, particularly in contexts where experiential consumption is rising as a symbol of status, self-expression, and social belonging. Thus, this study explored the influence of human images in advertisements on consumers' experiential purchase intentions.

Objectives

The general objective of this study is to ascertain the influence of human images in advertisements on consumers' experiential purchase intentions

1. The extent to which human images in advertisements influence consumer responses toward experiential purchase intentions.
2. To assess whether there is a significant difference on how human imagery in advertisements affect experiential purchase intentions based on demographic characteristics.

Hypotheses

H_{i1}: Gender has a statistically significant influence on how human image advertisements affect experiential purchase intentions.

H_{i2}: Age has a statistically significant influence on how human image advertisements affect experiential purchase intentions.

H_{i3}: Income has a statistically significant influence on how human image advertisements affect experiential purchase intentions.

Literature Review

Human Image in Advertising

The use of human images in advertising has evolved as a strategic and psychological tool for capturing consumer attention, fostering emotional connections, and enhancing brand recall. Advertising, broadly defined, is a paid, non-personal form of communication intended to persuade an audience about products, services, or ideas (Belch & Belch, 2021). Within this communicative endeavor, the human image, be it photographs, illustrations, models, or celebrities, serves as a key semiotic element that shapes message interpretation and consumer response. Human images in advertising

are often deployed to create a sense of realism, relatability, and emotional appeal. Advertisers utilize facial expressions, body posture, and eye contact to convey non-verbal cues that reinforce the brand's message (Burgoon et al. 1984). The presence of a human face, in particular, has been shown to capture attention more effectively than objects or text alone, due to the brain's natural affinity for human features (Morrisey et al. 2019). This is consistent with the "facial prominence effect," which suggests that visual attention and perceptions of intelligence or credibility are heightened when a human face is prominently featured (Archer, Iritani, Kimes, & Barrios, 1983).

Furthermore, the human image serves a representational function by reflecting societal ideals, aspirations, or stereotypes. Scholars like Goffman (1979) argue that advertising often reinforces gender roles and social expectations through the portrayal of men and women in stereotypical contexts. These portrayals influence how viewers internalize societal norms, particularly around beauty, masculinity, success, and lifestyle choices. As Ciochetto (2011) posits, advertising not only sells products but also sells cultural values, with human images acting as visual shorthand for those ideals.

In addition to cultural representation, the use of human images in advertising plays a persuasive function through the psychological mechanism of identification. When viewers see someone in an advertisement who resembles themselves or their aspirational self, they are more likely to form positive attitudes toward the brand (Kim & Choi, 2019). This effect is magnified in testimonial or influencer-based advertising, where real or perceived authenticity creates trust. Social identity theory also supports this notion, asserting that individuals are influenced by in-group members or those they identify with (Tajfel & Turner, 1986). Consequently, marketers often tailor human imagery in ads to mirror the demographics, psychographics, or cultural identities of their target audience.

Technological advancements have further expanded the role of human images in advertising through digital and social media platforms. Today, interactive ads feature avatars, virtual influencers, and AI-generated faces, blurring the lines between reality and fabrication. Despite these innovations, the core function of the human image, to evoke emotion, inspire trust, and drive engagement, remains unchanged (Chang, 2005).

Experiential Purchase

Experiential purchase intentions refer to a consumer's deliberate intention or willingness to buy products, services, or experiences primarily for the emotional, psychological, or sensory experiences they offer rather than their functional or material utility. According to Gilovich, Kumar, and Jampol (2015), experiential purchases are those made with the primary intention of acquiring a life experience, such as travel, concerts, or fine dining, rather than tangible goods. The intention behind such purchases

is often driven by the desire for happiness, identity expression, social connection, and personal growth.

Building on this, Van Boven and Gilovich (2003) argue that people derive greater and more enduring satisfaction from experiential purchases compared to material ones. As a result, the intention to engage in such purchases often stems from the belief that experiences contribute more meaningfully to personal well-being and life satisfaction. These intentions are influenced by internal motivations like the pursuit of happiness, self-fulfillment, and emotional connection, as well as external factors such as social influence and cultural values.

Empirical Studies

Empirical investigations into the influence of human imagery in advertisements consistently demonstrate that the visual presence of humans can significantly shape consumers' experiential purchase intentions, albeit with nuanced boundaries. Meng et al. (2025) present one of the most robust contributions to this discourse through a series of four experimental studies. Three of which were preregistered, showing that the mere inclusion of human images in advertisements significantly enhances consumers' intent to make experiential purchases. This effect persists regardless of the number of humans depicted and is sequentially driven by the consumer's innate desire for social interaction and consumption with conversational value. A critical insight from their research is the moderating role of social power: when individuals perceive themselves as socially powerful, the persuasive effect of human images on experiential purchase intention diminishes. The study of Meng et al. (2025) shows that experiential marketers, particularly in sectors such as hospitality or entertainment, stand to benefit from strategically embedding relatable human figures in promotional materials, except when targeting self-assured or high-power consumers.

In a more granular investigation utilizing biometric tools, Delen and İlter (2021) employed eye-tracking technology to examine how gender and product type (hedonic vs. utilitarian) interact with human image use in ads. Their findings reveal that human images effectively capture attention faster in ads for hedonic products, reducing time to first fixation. In contrast, utilitarian product ads perform better visually when void of human imagery, as human presence tends to distract rather than enhance engagement in that context. Septianto et al. (2021) extend this inquiry into the tourism sector by probing the emotional congruence between advertising imagery and the nature of experiential offerings. Across four experimental studies, they find that imagery inducing awe is more persuasive when paired with uncertain experiential offerings (e.g., adventure tourism), whereas contentment-evoking imagery aligns more effectively with offerings characterized by certainty (e.g., luxury retreats). Their work

underscores the role of emotional calibration in visual advertising and affirms that not all experiential appeals are equally served by generic human imagery, emotional resonance and message congruence matter profoundly.

In the Chinese market, Chen et al. (2023) differentiates between static image and dynamic video advertising within the framework of the Theory of Planned Behavior. Drawing on survey data, their results reveal that product video advertisements significantly outperform image-based ads in stimulating purchase intent. While their focus is not exclusively on human images, their study implicitly reinforces the idea that the richer sensory experience delivered through motion and human action in video can be more compelling for consumers, particularly in stimulating behavioral intention. Zhang (2022) contributes further depth by integrating both the AIDA model and the Theory of Planned Behavior into a unified framework to study digital advertising. Through AB testing, Zhang empirically confirms that human images in ads elevate attention, interest, attitude, and perceived social norms, all of which positively correlate with purchase intention. Particularly notable is the added impact of familiarity; ads featuring recognizablesocial media influencers outperform those with generic human models. This brings to limelight, the potency of perceived authenticity and social identity in the visual persuasion process. Furthermore, an earlier but still relevant study by Kergoat et al. (2017) offers a cautionary note on the double-edged nature of visual imagery. Their dual experiments reveal that attractive images, though beneficial under cognitive load (enhancing product evaluation and purchase intent), may undermine rational verbal claims when consumers are cognitively available to scrutinize ad content. The finding of this study suggests that while human and aesthetic visuals can enhance affective engagement, they may also conflict with more analytical messaging strategies, depending on the viewer's cognitive state.

Theoretical Framework

The Hedonic Consumption Theory, developed by Morris Holbrook and Elizabeth Hirschman in 1982, emerged as a paradigm-shifting perspective in consumer behavior, challenging the earlier rational-economic models of decision-making. This theory posits that consumption is not purely a utilitarian act driven by logic and functional evaluation, but is often deeply intertwined with affective, multisensory, and symbolic experiences. Holbrook and Hirschman conceptualized consumers as emotional beings who seek pleasure, fantasy, and aesthetic appreciation in their purchase journeys. In this view, hedonic consumption encapsulates activities such as shopping, attending events, or engaging in travel, which elicit emotional arousal, symbolic meaning, and subjective enjoyment. In relation to this study, Hedonic Consumption Theory is essential in explaining how human images in advertisements influence consumers' experiential purchase intentions. Human images, especially those that depict emotional expression, aspirational lifestyles, or social interaction, serve as visual stimuli that

evoke affective responses in the viewer. These affective cues activate the hedonic aspects of consumption, making the advertised experience appear more desirable and emotionally fulfilling. For instance, an advertisement featuring joyful individuals enjoying a beach vacation may stimulate in the viewer a vicarious sense of pleasure, reinforcing the intent to purchase that experience. Hence, human imagery operates not merely as decorative content but as a persuasive element that intensifies the consumer's imaginative engagement and emotional resonance with the product. Nevertheless, while Hedonic Consumption Theory adeptly explains the affective motivation behind experiential purchases, it does not fully unpack the internal psychological needs that drive such preferences. This theoretical gap is addressed by Self-Determination Theory.

Self-Determination Theory (SDT), propounded by Edward Deci and Richard Ryan in 1985, offers a motivational framework rooted in humanistic psychology. SDT asserts that human behavior is guided by the pursuit of three innate psychological needs: autonomy (the desire for self-direction), competence (the need to feel effective and skilled), and relatedness (the aspiration to connect with others). When these needs are satisfied, individuals experience a sense of well-being and intrinsic motivation—motivation that arises from internal satisfaction rather than external rewards. Experiential purchases, such as attending a live concert, traveling, or enrolling in a cooking class, often satisfy these intrinsic needs more effectively than material purchases. They enable self-expression, mastery of new skills, and shared social experiences, thus reinforcing consumers' internal sense of fulfillment. In explaining this study, Self-Determination Theory explains how human images in advertisements can symbolically communicate the satisfaction of intrinsic needs. For example, an advertisement depicting individuals engaging in communal activities or personal growth experiences may appeal to consumers' need for relatedness or competence. These representations do more than merely inform, they inspire. They align with the viewer's internal motivations and create a psychological congruence between the advertised experience and the consumer's self-concept. This internal alignment enhances the consumer's intention to pursue the experiential offering, as it is perceived not only as pleasurable (as posited by hedonic theory) but also as meaningful and self-relevant. However, a limitation of SDT lies in its primary focus on internal psychological needs, which may underemphasize the role of external aesthetic stimuli, such as images, in triggering purchase behavior, an area more robustly handled by the Hedonic Consumption Theory.

Together, Hedonic Consumption Theory and Self-Determination Theory provide a comprehensive dual-theoretical lens for analyzing how human images in advertisements influence experiential purchase intentions. The former focuses on emotional gratification and sensory pleasure as drivers of consumer behavior, while the latter addresses the deeper psychological motivations that make experiential purchases

intrinsically rewarding. By integrating both theories, this study offers a nuanced understanding of how visual human cues in advertising serve as both affective triggers and motivational signposts, thereby enhancing consumers' proclivity toward engaging in experiences that are both pleasurable and psychologically enriching.

Methodology

The study adopted a cross-sectional research design to examine the influence of human images in advertisements on consumers' experiential purchase intentions. The population of this study comprises of residents of Anambra State. Projection in 2019 Anambra State is 5,599,910. A total sample size of 384 respondents was determined using Cochran's (1977) sample size estimation formula, ensuring statistical reliability and representativeness. Participants were purposively selected from consumers of luxury goods across industries known for strong visual and emotional advertising appeals, including luxurious wristwatches, designer bags, high-end fashion wears, and premium automobiles. These product categories were chosen due to their emphasis on hedonic consumption and their frequent use of human imagery to stimulate emotional and identity-based connections with consumers. The sample comprised individuals from diverse demographic backgrounds, covering variations in age, gender, and level of income, to allow for broader generalization of the findings.

Data were gathered through a structured questionnaire, which was designed to capture perceptions, emotional responses, and purchase intentions triggered by human images in advertisements. The instrument contained a section that addressed 5-point Likert Scale instrument ranging from Very High Extent (5) to Very Low Extent (1). The instrument was pretested to ensure clarity and reliability. Upon collection, the data were analysed using both descriptive and inferential statistical tools. Descriptive statistics summarized the demographic and response patterns, while inferential statistics were employed to test the relationship between advertising imagery and consumers' experiential purchase intentions.

Results

Table 1: Demographic characteristics of Respondents

Variables	Frequency	Percentages
Gender		
Male	186	48.4
Female	198	51.6
Total	**384**	**100**
Age		
18-27	109	28.4
28-37	136	35.4
38-47	73	19.0

48-57	48	12.5
58 years and above	18	4.7
Total	**384**	**100**
Level of Monthly Income ($)		
0-10,000	236	61.5
10,001-20,000	107	27.9
20,001-30,000	17	4.4
30,001-40,000	12	3.1
40,001 and above	12	3.1
Total	**384**	**100**

Table 1 shows that the sample of 384 respondents consists of slightly more females (51.6%) than males (48.4%). This indicates a fairly balanced gender representation, although females constitute a marginal majority. Based on age distribution, the data presented in the table shows that the majority of respondents fall within the youthful to early middle-aged brackets. Specifically, individuals aged 28–37 years represent the highest age group (35.4%), followed by 18–27 years (28.4%). This suggests that over 63% of the respondents are below 38 years, reflecting a predominantly young adult population. Meanwhile, older age groups such as 38–47 (19.0%), 48–57 (12.5%), and those above 58 years (4.7%) form a smaller portion of the sample. Based on income, A significant proportion of respondents (61.5%) earn between $0–10,000 monthly, indicating a majority in the low-income category. This is followed by 27.9% earning between $10,001–20,000. Only a small fraction earns above $20,000 (11% combined), with just 3.1% earning more than $40,000 monthly.

Table 2: Extent to which human images in advertisements influence consumer responses toward experiential purchase

S/N	Items	Mean	Standard Deviation	Remark
1.	Human images in advertisements make the product appear more relatable and appealing to me.	4.21	0.74	High Extent
2.	I feel emotionally connected to products when I see people using them in advertisements.	3.68	0.88	High Extent
3.	Attractive human models in ads increase my desire to experience the product personally.	4.33	0.67	High Extent
4.	When I see happy or satisfied people in an ad, I believe I will have a similar experience.	3.92	0.81	High Extent
5.	Ads featuring human images often influence my decision to try out new experiences or services.	4.06	0.73	High Extent
6.	I tend to imagine myself in the same scenario as the person shown in the advertisement.	3.34	0.92	Moderate Extent
7.	Human images in ads make the advertised product feel more luxurious or enjoyable.	2.87	0.95	Moderate Extent
8.	I am more likely to remember ads that feature	3.79	0.83	High

	expressive human faces or emotions.			Extent
9.	Seeing human emotions in ads increases my trust in the product or brand.	3.36	0.89	Moderate Extent
10.	Human imagery in advertising makes the experience associated with the product more desirable.	3.96	0.77	High Extent

Data presented in table 2 shows that items 1,2,3,4,5,6,7,8 and 10 were rated high extent showing that human image in advertisements influence consumer responses toward experiential purchase to a high extent. The table also shows that item 6,7 and 9 influence consumer responses toward experiential purchase to a moderate extent.

Table 3: T-test on the influence of human image ad on experiential purchase intentions based on gender

		F	**Sig**	**t**	**Df**	**Sig (2-tail)**	**Mean difference**
Gender	Equal variances assumed	4.317	0.039	2.452	382	0.015	0.324
	Equal variances not assumed			2.379	379.211	0.018	0.314

Since Levene's Test is significant (p = 0.039), we refer to the second row (equal variances not assumed). With a p-value = 0.018, which is less than 0.05. Thus, the T-test result for difference on the influence of human image on experiential purchase conclude that gender has a statistically significant influence on how human image advertisements affect experiential purchase intentions.

Table 4: ANOVA test of the influence of human image ad on experiential purchase intentions based on age

Age	**Sum of squares**	**df**	**Mean square**	**F**	**Sig**
Between groups	32.754	4	8.189	5.327	0.001
Within groups	583.892	379	1.541		
Total	616.646	3383			

Table 4 show an F-value of 5.327 with a p value of 0.001 indicates a statistically significant difference in how age groups perceive the influence of human image ads on experiential purchase intentions. Since the p-value is less than 0.05, we reject the null hypothesis, concluding that age has a significant effect on consumers' experiential purchase intentions in response to human imagery in advertising.

Table 5:ANOVA test of the influence of human image ad on experiential purchase intentions based on monthly income

Monthly Income	**Sum of squares**	**df**	**Mean square**	**F**	**Sig**
Between groups	45.281	4	11.320	7.614	0.000
Within groups	564.902	379	1.491		
Total	610.183	383			

Table 5 shows an F-value of 7.614 with a significance level of 0.000 indicating that there is a statistically significant difference in how various income groups perceive the influence of human image ads on their experiential purchase intentions. Since $p < 0.05$, we reject the null hypothesis and conclude that monthly income significantly influences consumers' responses to human image advertisements.

Discussion of Findings

The findings of this study on the influence of human images in advertisements on consumers' experiential purchase intentions lend robust support to existing empirical literature while adding fresh insights into the nuanced psychological and demographic dynamics at play. One of the key outcomes of the present study is the affirmation that human images enhance the relatability and appeal of the advertised product, making it easier for consumers to imagine themselves engaging with the product or service. This echoes the work of Meng et al. (2025), who found that human images trigger a sequence of psychological responses, beginning with the consumer's need for social interaction and culminating in a desire for consumption experiences that hold conversational value. The study similarly aligns with the conclusion that seeing people in advertisements, particularly those who appear relatable or aspirational, intensifies emotional connection and boosts experiential purchase intentions. Moreover, the study found that attractive human models in ads significantly elevate the desire to personally experience the product, a finding that resonates with Kergoat et al. (2017). Their research demonstrates that visually appealing imagery enhances product evaluation and purchase intent, particularly when consumers are under cognitive load. However, the current study builds upon this by showing that even under normal viewing conditions, attractive human imagery contributes meaningfully to the perception of a product as luxurious, desirable, and enjoyable. This supports the notion that emotional cues embedded in human visuals, especially facial expressions conveying happiness or satisfaction, act as affective anchors, shaping consumer expectations and making them more inclined to pursue similar experiences. Septianto et al. (2021) affirm this in the context of tourism, noting that advertising images that evoke awe or contentment increase purchase likelihood when congruent with the certainty level of the experiential offering. The present study corroborates this affective alignment, observing that consumers are more likely to trust a brand or product when the ad showcases expressive human emotions,

thereby elevating both emotional engagement and brand credibility.

The finding that human images in ads make the experience feel more luxurious and memorable also parallels Zhang's (2022) observation that such imagery boosts attention, interest, and attitude, which is the core elements in the AIDA model, all of which are predictive of purchase behavior. Particularly significant in this study is the discovery that consumers tend to imagine themselves in the same scenario as the people shown in the advertisement, indicating a form of parasocial identification or symbolic participation. This experiential projection mirrors Zhang's insight into the added influence of familiar figures like social media influencers, whose perceived authenticity and social relevance magnify consumer engagement and intention. Furthermore, the study finds that ads featuring human imagery increase memorability and emotional resonance, particularly when expressive facial cues are present. This aligns with the eye-tracking study by Delen and İlter (2021), who showed that human images in hedonic product ads reduce time to first fixation, indicating immediate visual attraction and heightened attention. Notably, the present study confirms that this effect may be more pronounced for products or services positioned as hedonic or experience-driven, such as travel, fashion, and leisure, suggesting that emotional and aesthetic cues via human imagery play a decisive role in anchoring consumer focus and enhancing the persuasive appeal of the ad.

The finding that seeing human emotions in ads boosts trust in a product or brand is particularly important when considering consumer skepticism in saturated advertising environments. As supported by Chen et al. (2023), dynamic formats like video, which naturally incorporate human movement and expression, are more effective at stimulating behavioral intention, especially in digital spaces. While the present study focused on static images, its findings imply that even these, when properly composed with expressive human elements, can simulate the richness of lived experience and foster brand affinity.

A critical contribution of the current study lies in its demographic insights. The finding that gender, age, and income significantly influence how consumers respond to human image advertising is consistent with Delen and İlter's (2021) observation that men and women respond differently to hedonic and utilitarian product cues, and with Meng et al.'s (2025) finding that social power moderates the effectiveness of human imagery. This points to the necessity for segmented advertising strategies, where the emotional tone, visual composition, and human figures are tailored to resonate with specific consumer profiles. For instance, younger consumers or those with aspirational income levels may respond more favorably to emotionally charged and visually rich ads, while older or more affluent consumers may be more discerning and influenced by subtle cues of authenticity or social relevance.

Conclusion

In conclusion, this study enriches the existing body of knowledge on advertising by not only validating prior empirical claims but also extending them through a detailed exploration of emotional connection, perceived relatability, and demographic variation. The consistent theme across both this study and the reviewed literature is clear: human imagery in advertising is not merely decorative, it is strategic and transformative, capable of converting passive viewership into emotionally charged consumer intention, particularly within the realm of experiential consumption.

Recommendations

Drawing from the findings of the study, it becomes evident that for marketers and advertisers seeking to promote products associated with feelings, memories, and social experiences, the intelligent integration of human images remains a powerful persuasive device. It is recommended that advertising strategies for experiential goods and services such as tourism, fashion, entertainment, and luxury products, consistently incorporate expressive and relatable human imagery to evoke emotional connection, stimulate imagination, and increase perceived value. By showcasing happy, satisfied, or aspirational individuals engaging with the product, advertisers can trigger consumers' desire to replicate the experience. Moreover, tailoring the human imagery to suit specific demographic segments, such as age, gender, and income levels, will further enhance message relevance and effectiveness. Thus, the strategic use of human images should not be viewed as a mere aesthetic choice but as an evidence-based tool for driving consumer engagement and purchase intentions.

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