

Purchase Intention Driven Model of Advertising Demands Stimulating Emotional Paths

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Abstract. The value transformation of geographic scarcity marketing has received much attention in recent years; however, the internal mechanism of its impact on consumer purchase intention through differentiated emotional pathways still lacks systematic testing. This article aims to explore the direct impact of differentiated advertising appeals endorsed by geographical scarcity on consumer purchase intention. Specifically, the effects of egoistic appeals centered on stimulating a sense of showing off and altruistic appeals centered on evoking a sense of prosocial warmth were analyzed. Through controlled experiments, it was found that self-interested flaunting demands can significantly increase purchase intention, while altruistic prosocial demands can also significantly drive purchase intention. Based on this, this study suggests that companies design corresponding appeal strategies directly based on target market preferences. For identity-oriented consumers, conspicuous expressions are used, while for public welfare-oriented consumers, pro-social narratives are strengthened. Accurately targeting the target audience to maximize marketing efficiency. Moreover, the authenticity and uniqueness of products endowed by geographical scarcity effectively enhance the credibility and appeal of advertising appeals, providing an important theoretical basis and practical guidance for enterprises to build brand differentiation advantages and achieve sustainable development.

Keywords: Geographical Scarcity, Advertising Appeal, Purchase Intention, Sense of Showing off, Pro Social Warmth

1. Introduction

In today's market environment, where consumption upgrading and sustainable development are equally important, geographically scarce products have gradually become representatives of high-quality consumption due to their irreplaceable natural endowments and cultural values [1]. From the perspective of consumer psychology, scarcity transmits product value to consumers through signal theory. Products derived from scarce natural resources are often endowed with higher perceived quality and potential collectible value by consumers. However, the objective existence of geographical scarcity does not directly equate to consumer-perceived value. In current marketing practices, existing research often focuses on 'scarce signals'. In the context of geographic scarcity, especially in ecologically valuable situations, the specific transmission mechanism by which two

types of advertising appeals affect purchase intention through corresponding emotional pathways still lacks systematic empirical testing.

This study integrates signal theory with the selfish/altruistic binary framework to elucidate how to empower the credibility of advertising appeals (such as soil scarcity supporting identity value, hydrological scarcity confirming ecological responsibility), thereby activating consumers' differentiated emotional pathways and ultimately driving purchase intention. This study goes beyond the direct mode of traditional advertising appeals, and the conclusions will be extended to a wider range of geographical indication products, promoting the development of geographical scarcity theory towards universality.

2. Concept definition and theoretical basis

2.1. Core dimensions of geographic scarcity

Geographic scarcity refers to the resource endowment that is difficult to replicate or migrate in a specific region due to the combined effects of unique geological structures, climate systems, and hydrological conditions. Products developed on this basis refer to products that are formed based on the unique natural conditions of a specific region and have scarcity characteristics. The Northwest Desert wine-producing region relies on unique soil, hydrology, and extreme climate conditions that cannot be replicated, forming a unique advantage of a zero pesticide ecological planting mode. The mineral content of the gravel soil in the production area is three times that of conventional soil, combined with water-saving technology to reduce water resource consumption by 40%, and the extreme climate with an average annual precipitation of only 110mm, together constitute the significant scarcity value foundation of the product. Geographic scarcity information effectively activates consumers' self-presentation and social differentiation needs through the process of identity symbolization [2]. The natural and cultural endowments inherent in geographical scarcity effectively stimulate emotional connections [3]. Enterprises need to effectively transform this objective scarcity into emotional value that consumers can perceive and resonate with, and this transformation process highly relies on the precise design and communication of advertising appeals.

2.2. Theoretical basis and path mechanism

The core theory of egoistic appeals and a sense of flaunting originates from Veblen's theory of conspicuous consumption. This theory suggests that consumers tend to demonstrate their social status and economic power by acquiring and displaying scarce goods. Geographic scarcity information effectively activates consumers' self-presentation and social differentiation needs through the process of identity symbolization. Research in the luxury goods field has confirmed that limited edition labels or information on scarcity of origin can make products a "social class passport" and significantly stimulate consumers' desire to show off [4].

The theoretical core of altruistic appeals and pro-social warmth is rooted in the theory of moral emotions. This theory suggests that when consumers perceive brand or product behavior to have altruistic attributes (such as protecting the environment, contributing to the community), they will generate positive pro-social warmth, such as "the world is better" and "human nature is inherently good". The ecological value inherent in geographical scarcity, such as "every purchase of a bottle of wine contributes to sand fixation projects" and "protecting desert oases", can awaken consumers' sense of social responsibility and environmental concern through empathy [5]. Different from the traditional "healing feeling", the core of pro social warmth lies in the perception of collective well-

being, which creates a sense of "self elevation" among consumers due to their participation or support in causes that benefit a wider group (such as the environment and community) (such as "I have contributed to protecting the environment") [6].

Self-interested appeals focus on what consumers can gain from it, while altruistic appeals emphasize what consumers can contribute to it (such as ecological protection and social responsibility). This fundamental difference in demand orientation has led to vastly different emotional response pathways.

2.3. Research design

Based on the above theoretical framework and empirical evidence, this study aims to systematically examine the demand for geographic scarcity advertising and how the two different emotions of flaunting and pro-social warmth, which are measured, affect consumers' willingness to purchase Northwest Desert wine [7]. This study takes Northwest Desert wine as the empirical object.

The advertising appeal type is set to emphasize the self-interested attribute of showing off, while the altruistic group is set to the altruistic attribute of prosocial behavior [7]. The experimental design is a control between two groups, collecting valid questionnaires for the self-interested group (n=31) and the altruistic group (n=39). The population variables, such as education and income are controlled for matching, and random allocation is used to avoid selection bias.

The independent variables are: one is the sense of showing off, set the question stem as "I want to show this product to others", "Owning this product makes me feel superior", and the other is the pro social warmth set as "Supporting this product makes me feel like I have done a good deed", "Advertising makes my heart warm". The dependent variable is purchase intention, and the question stem is set as "I am willing to pay a higher price to purchase" and "I will prioritize this product". All independent and dependent variables were tested using a 7-point scale.

Based on the above design, this study proposes the following core hypotheses. H1: The demand for self-interested flaunting due to geographical scarcity has a positive impact on consumers' willingness to purchase.

H2: Geographic scarcity and altruistic prosocial demands have a positive impact on consumer purchase intention.

3. Empirical analysis

3.1. Reliability and validity testing

As shown in Table 1, the Cronbach's alpha coefficient in the Conspicuous Scale is 0.960, indicating excellent internal consistency within the scale. The alpha values of all items after deletion were higher than 0.90, with the "superiority" item contributing the most (alpha decreased to 0.906 after deletion).

Table 1. Reliability and validity testing

	Cronbach's α	Number of Terms	Total Statistics of Items	Revised Item and Total Correlation	Clone Bach Alpha after Deleting Items
Conspicuous Scale	0.960	3	Show Willingness	0.880	0.976
			Superiority	0.963	0.906
			Unique Taste	0.940	0.935
			Inner Warmth	0.931	0.963
Warmth Scale	0.969	3	Sense of Doing Good Deeds	0.950	0.942
			Help Provide a Sense of Satisfaction	0.950	0.955
Purchase Intention	0.958	3			

In addition, the Cronbach's alpha coefficient in the Warmth Scale reached 0.969, and the alpha values after deleting all items were higher than 0.94. The "sense of doing good deeds" item contributed the most significantly (the alpha decreased to 0.942 after deletion). The Cronbach's alpha coefficient of the purchase intention scale is 0.958, exceeding the psychometric standard ($\alpha > 0.7$), and all three scales retained all items.

3.2. Description of core variables and correlation results

As shown in Table 2, the descriptive statistics and correlation analysis results of the core variables reveal the basic characteristics of consumers' perception of the value and purchase intention of geographically scarce products. The mean of the sense of showing off is 5.40 on a 7-point scale, with a standard deviation of 0.99. Indicating that consumers generally have a high level of identification with the identity value of the product, and the data distribution is relatively concentrated. The mean warm feeling is 4.64, with a standard deviation of 1.48, reflecting that consumers' perception of public welfare value is at a medium to high level, with significant individual differences. The average purchase intention is 5.66, with a standard deviation of 0.91, indicating that consumers have a strong overall purchase intention and a high degree of consensus. The above results indicate that both types of emotional value perception are closely related to purchase intention, laying the foundation for subsequent regression analysis.

Table 2. Description and correlation of core variables

	Average	Standard Deviation
Conspicuous Feeling	5.3952	0.99967
Warmth	4.6381	1.48177
Purchase Intention	5.6571	0.91150

3.3. Direct related relationships

The core variable correlation analysis results shown in Table 3 reveal three key findings. Firstly, there is a strong positive correlation between the sense of showing off and purchase intention ($r=0.895$, $p<0.001$), with a very high level of significance, indicating a very close relationship

between the two. Secondly, there is a significant positive correlation between pro-social warmth and purchase intention ($r=0.237$, $p=0.048<0.05$), but the strength of the correlation is relatively weak. Finally, there was no significant correlation between the sense of showing off and the sense of pro-social warmth ($r=-0.142$, $p=0.240>0.05$), indicating that the two are independent psychological constructs. The two paths are independent and do not interfere with each other, providing preliminary evidence that the demand for "geographical scarcity" can stimulate two completely different psychological reactions in parallel. Based on the above analysis results, the research hypothesis that H1 geographical scarcity self-interest demands have a significant positive impact on purchase intention has been verified and established.

Table 3. Direct correlation

		Showoff	Warmth	Purchase intention
Showoff	Pearson correlation	1	-0.142	0.895**
	Significance (dual-tailed)		0.240	<0.001
Warmth	Pearson correlation	-0.142	1	0.237*
	Significance (dual-tailed)	0.240		0.048
PurchaseIntenion	Pearson correlation	0.895**	0.237*	1
	Significance (dual-tailed)	<0.001	0.048	

Based on the above analysis results, the research hypothesis that H1 geographical scarcity self-interest demands have a significant positive impact on purchase intention has been verified and established. The data confirms that both the sense of showing off and the sense of pro-social warmth can directly and significantly affect purchase intention. This analysis preliminarily validates the rationality of the theoretical framework. Next, more rigorous regression analysis methods will be used to further test the causal relationship between variables [8].

4. Implications

The dual path mechanism validated in this study provides a strategic blueprint beyond traditional marketing paradigms for enterprises with geographically scarce resources. Its core value lies in transforming an objective and static product attribute of geographic scarcity into a dynamic and controllable consumer psychological value. It will conduct an in-depth analysis from four levels.

4.1. Strategic value and mechanism of geographic scarcity

Geographic scarcity plays a crucial strategic role in marketing communication. It is not just a simple product selling point, but also a deep-level "trust endorsement" and "value amplifier". This study confirms that the same geographical scarcity attribute can reach vastly different consumer groups through different appeal methods, enabling enterprises to simultaneously explore the high-end market and green consumption market with the same core asset, achieving maximum market share.

Firstly, geographical scarcity is achieved by providing tangible and verifiable evidence of natural elements. Special mineral soil composition, annual precipitation data, water-saving technology patents, etc., significantly enhance consumers' trust in product value and effectively reduce the decision-making risk of high-priced or high participation products [9]. For example, the statement of "Qilian Mountains snow water nourishment" is more persuasive than the general statement of "natural purity", and the data of "drip irrigation technology saves 40% water" is more credible than

the hollow promise of "protecting the earth". These specific geographical evidences provide a solid cognitive foundation for consumers' purchasing decisions.

Secondly, geographical scarcity arises from unique natural endowments that are difficult to replicate by competitors, such as desert oasis ecosystems. This enables companies to build unique brand narratives around regional characteristics, thereby breaking away from homogeneous functional competition and establishing sustainable, differentiated competitive advantages. For example, a wine brand can imitate the packaging or taste of another brand, but cannot replicate the desert oasis ecology of Minqin, Gansu. This geo-based narrative can completely separate products from homogeneous functional competition and build the strongest brand moat. This study confirms that the same geographical scarcity attribute can reach vastly different consumer groups through different appeal methods, enabling enterprises to simultaneously explore the high-end market and green consumption market with the same core asset, achieving maximum market share.

The successful application of geographic scarcity marketing strategies has brought about an impact that goes far beyond short-term sales growth and reflects the deep strategic value beyond sales data. Continuously conveying the endorsement of geographical scarcity can form strong brand associations in consumers' minds and promote the continuous appreciation of brand assets. For example, Evian has strengthened the unique natural resource of "Alpine snow water" by not only successfully selling mineral water, but also shaping a symbol of a "natural and pure" lifestyle, establishing long-term and sustainable brand assets. At the same time, consumer behavior based on emotional and value identification significantly reduces consumers' sensitivity to price. They are more willing to pay a premium for the "story" and "emotional experience" behind the product, rather than just limited to the product's functionality itself. This is evidenced by the 141% premium acceptance brought about by the self-interest path in this study. In addition, the verification of the altruistic path provides a strong business basis for companies to practice ESG (environmental, social, governance) concepts, indicating that "doing good" and "doing business" are not contradictory to each other. Enterprises can transform their investment in ecological protection (such as sand fixation and water conservation) into tangible brand value and market share through effective marketing communication, thereby building a virtuous cycle of "business environment" interaction.

4.2. Potential risks

However, geographic scarcity marketing also faces many potential risks in practice, which require companies to respond cautiously. The most prominent of these is the risk of "greenwashing" and the crisis of trust [10]. Especially in the altruistic path, if a company claims to "sow greenery with every bottle purchased," but cannot provide transparent and traceable evidence, such as specific project locations, implementing partners, and outcome reports. Once questioned by consumers or the media, it will trigger a devastating crisis of trust and deal a fatal blow to the brand. In addition, companies need to avoid mixing selfish and altruistic appeals with the same communication theme, such as emphasizing both "exclusive luxury" and "public welfare and environmental protection". This mismatch of appeals can lead to cognitive confusion among consumers, seriously weakening the stimulating effect of any emotion and resulting in a waste of marketing investment. More importantly, companies need to be wary of the tendency to overly rely on geographical scarcity as a natural endowment. Geographical scarcity should be the cornerstone of brand building rather than the entirety. If continuous efforts are ignored in product innovation, user experience, service upgrades, and other areas, the brand may fall into a stagnant situation.

4.3. Marketing strategy and implementation suggestions

The implementation of marketing strategies requires researching and quantifying the proportion of "identity-oriented" and "public welfare-oriented" groups in the target market, and drawing a consumer emotional map. At the same time, the system sorts out all dimensions of its geographical scarcity, such as soil, water, climate, processes, etc., and evaluates the degree of visualization, spreadability, and verifiability of each item.

In terms of appeal design and content expression, for identity-oriented markets, self-interested flaunting appeals can be adopted. Advertising slogans can be written not only as "limited edition", but also as "the [number] exclusive owner in the Gobi oasis" to strengthen the sense of belonging and exclusivity. In terms of content marketing, Conduct micro documentary production in terms of content marketing, delve into the production field, showcase the wonders of farming in extreme environments with high-definition images, interview winemakers to tell stories of how to tame nature, and transform "scarcity" into "legend". In terms of packaging design, heavy materials, shaped bottles, metal nameplates, etc., are used to make the packaging itself a symbol worth showing off.

For the public welfare-oriented market, altruistic and pro-social demands should be adopted. Advertising slogans focus on results rather than intentions. Establish a one-stop traceability system so that consumers can not only see product information, but also directly see the specific impact of their purchases. For example, jumping to a map displaying real-time progress of sand fixation projects, or seeing a thank-you video taken by the beneficiary herders. Collaborating with authoritative non-governmental organizations, research institutions, or government environmental departments to provide third-party endorsement for their public welfare actions greatly enhances credibility.

In terms of channels and experiences, emphasis is placed on the ultimate presentation of a self-interested path for a luxurious experience. At the same time, organize members to visit the production area for ecological exploration, allowing them to witness the company's environmental efforts firsthand. KOL selection should strictly match path positioning, collaborate with business elites and luxury goods connoisseurs on selfish paths, and collaborate with environmental ambassadors and science popularization bloggers on altruistic paths to avoid mismatched personas.

5. Conclusion

This study empirically reveals the differentiated paths and powerful effects of geographic scarcity advertising appeals on consumer purchase intention, providing an important basis for the development of relevant theories and marketing practices. Future research can further expand the sample size and geographical distribution, introducing moderating variables such as price sensitivity, environmental awareness intensity, and social status cognition. Incorporate control variables such as brand familiarity and product knowledge to more purely reveal the mechanism of appeal and emotion. At the same time, field experiments or quasi-experimental designs can be explored to improve the ecological validity of research results, promote the expansion of geographical scarcity theory to a wider range of geographical indication product fields, and enhance the universality of conclusions.

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