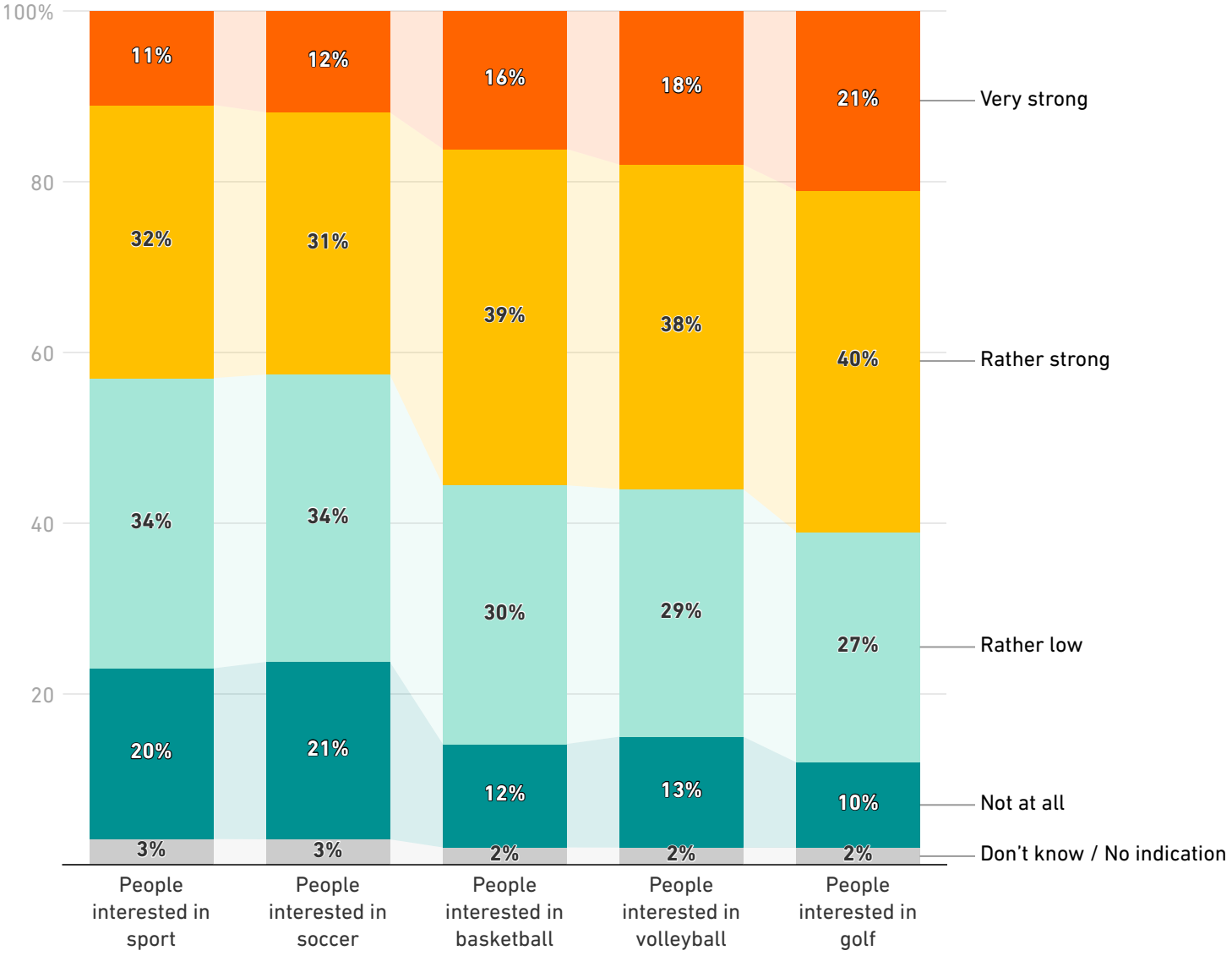
Effect of emotional brand communication on buying behavior



Source: ONE8Y

Survey date: 11/10/2025 to 11/11/2025
Survey country: Germany
Sample: n=1,116 people interested in sport (top 2 on 4-point scale), n=930 people interested in soccer (top 2 on 4-point scale), n=578 people interested in basketball (top 2 on 4-point scale), n=435 people interested in volleyball (top 2 on 4-point scale) and n=245 people interested in golf (top 2 on 4-point scale)
Question: How strongly does emotional advertising influence your purchase decision?