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EMOTIONAL INTELLIGENCE AND ADVERTISING EFFECTIVENESS IN CROSS-CULTURAL TOURISM MARKETING

Abstract. *The article examines consumers' perceptions and behavioural responses to digital marketing communications in the tourism sector, taking into account the levels of emotional intelligence and legal awareness. The study is based on a simulation approach that integrates psychological, behavioural, and regulatory factors into a unified analytical model. To assess the sensitivity of key performance indicators (CTR, CR, ROI) to variations in the specified parameters, the Monte Carlo method combined with Latin Hypercube Sampling was applied, ensuring a representative coverage of the multidimensional input variable space under conditions of a limited empirical sample. The results indicate that emotional intelligence is positively associated with audience engagement (CTR), whereas compliance with ethical and legal norms is linked to higher economic performance of campaigns (ROI). At the same time, conversion rate (CR) demonstrates a significantly weaker dependence on psychological characteristics and is more strongly determined by external marketing stimuli, platform content features, and the context of digital interaction. Cluster analysis revealed the heterogeneity of consumer behavioural profiles and qualitatively different response patterns to advertising stimuli depending on the combination of emotional and regulatory factors. Additionally, it was established that the interaction between emotional intelligence and legal awareness generates distinct scenarios of marketing message perception, enabling audience segmentation based on the nature of cognitive-emotional information processing and allowing for the prediction of differentiated behavioural responses to identical communication stimuli. This indicates the existence of structurally different types of consumer behaviour within the digital tourism environment, requiring separate communication strategies. The obtained results emphasize the expediency of a differentiated approach to the development of cross-cultural marketing strategies in tourism, considering psychological and regulatory determinants of consumer choice. The proposed approach extends the understanding of relationships between the identified factors and provides a methodological foundation for further empirical research, as well as for the practical implementation of adaptive marketing communication models in the digital tourism environment.*

Keywords: emotional intelligence, tourism marketing, consumer behaviour, simulation modelling, marketing communications, advertising effectiveness, digitalization.

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ЕМОЦІЙНИЙ ІНТЕЛЕКТ І ЕФЕКТИВНІСТЬ РЕКЛАМИ В КРОСКУЛЬТУРНОМУ ТУРИСТИЧНОМУ МАРКЕТИНГУ

Анотація. *У статті досліджено сприйняття та поведінкові реакції споживачів на цифрові маркетингові комунікації у сфері туризму з урахуванням рівня емоційного інтелекту та правової обізнаності. Дослідження ґрунтується на симуляційному підході, що інтегрує психологічні, поведінкові та нормативно-правові чинники в єдину аналітичну модель. Для оцінювання чутливості ключових показників ефективності (CTR, CR, ROI) до варіацій зазначених параметрів застосовано метод Монте-Карло з використанням Latin Hypercube Sampling, що забезпечує репрезентативне охоплення багатовимірного простору вхідних змінних за умов обмеженої емпіричної вибірки. Результати засвідчують, що емоційний інтелект позитивно пов'язаний із рівнем залученості аудиторії (CTR), тоді як дотримання етичних і правових норм асоційоване з підвищенням економічної результативності кампаній (ROI). Водночас конверсія (CR) демонструє значно нижчу залежність від психологічних характеристик і більшою мірою визначається зовнішніми маркетинговими стимулами, контентними характеристиками платформи та контекстом цифрової взаємодії. Кластерний аналіз виявив гетерогенність поведінкових профілів споживачів і якісно різні моделі реагування на рекламні стимули залежно від поєднання емоційних і нормативних факторів. Додатково встановлено, що взаємодія емоційного інтелекту та правової обізнаності формує відмінні сценарії сприйняття маркетингових повідомлень, що дозволяє сегментувати аудиторію за характером когнітивно-емоційної обробки інформації та прогнозувати диференційовані поведінкові відповіді на однотипні комунікаційні стимули. Це свідчить про наявність структурно різних типів споживчої поведінки в межах цифрового туристичного середовища, які потребують окремих комунікаційних стратегій. Отримані результати підкреслюють доцільність диференційованого підходу до розробки кроскультурних маркетингових стратегій у туризмі з урахуванням психологічних і нормативно-правових детермінант споживчого вибору. Запропонований підхід розширює розуміння взаємозв'язків між зазначеними факторами та створює методологічну основу для подальших емпіричних досліджень, а також для практичного впровадження моделей адаптивної маркетингової комунікації в цифровому туристичному середовищі.*

Ключові слова емоційний інтелект, туристичний маркетинг, поведінка споживача, імітаційне моделювання, маркетингові комунікації, ефективність реклами, цифровізація.

Statement of the problem. The digitalization of society has precipitated exponential growth in media content consumption, fundamentally transforming both consumer economic behaviour and cognitive information processing mechanisms. Within the framework of bounded rationality theory and dual-process cognitive models, a pronounced shift from analytical to heuristic decision-making strategies has been documented, characterized by increasing reliance on emotional and visual cues. In tourism marketing, this phenomenon manifests through the dominance of emotionally saturated communication formats, which may engender in consumers an illusion of knowing, a perceived sense of awareness without actual knowledge acquisition, thereby reducing critical reflection capacity and media literacy competencies. Importantly, the effects

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of marketing stimuli are culturally mediated, as consumer responses to advertising vary substantially across cultural value systems and communicative norms. At the individual level, two key determinants of marketing message perception have been identified: emotional intelligence (EI), defined as the capacity for emotional awareness and self-regulation, and legal awareness, conceptualized as consumers' understanding of their rights and the normative environment governing marketing communications. Accordingly, there is a pressing need to examine the interaction of psychological, legal, and cultural factors in shaping the effectiveness of cross-cultural marketing communications within the tourism sector.

Analysis of recent research and publications. The construct of emotional intelligence (EI) was formally delineated by Salovey and Mayer [1], who defined EI as the capacity to perceive, appraise, and utilize emotions in support of cognitive processes, subsequently operationalized through the psychometric instrument MSCEIT. For the purposes of the present study, the ability-based model proposed by Mayer et al. is adopted as the theoretical foundation, given its operationalization of EI through measurable cognitive skills. This approach is methodologically preferable to mixed models [2], which conflate cognitive and personality-based characteristics, thereby complicating their application in consumer behaviour research. Systematic meta-analytic evidence confirms that the ability-based EI model demonstrates superior predictive validity with respect to behavioural outcomes in service contexts and intercultural communication [3]. In interpersonal and intercultural communication research, EI has been examined primarily along two dimensions: as a determinant of interaction effectiveness and as a predictor of social and cultural adaptation [4]. These findings are consistent with broader evidence confirming EI's role in shaping behavioural responses within intercultural contexts. In parallel, Weismayer and Pezenka demonstrated significant intercultural differences in advertising perception between Austrian and Colombian respondents [5], underscoring the cultural mediation of EI mechanisms. Furthermore, Kankam and Tetteh Charnor provided empirical evidence for the positive influence of EI on brand trust and loyalty, positioning EI as a structural determinant of consumer market behaviour [6]. The expansion of digital tourism environments has intensified consumer engagement with content through social platforms, substantially transforming behavioural intentions and decision-making patterns. Existing evidence indicates that contemporary technologies – particularly smartphones and social networks – exert significant influence on travel decision-making by extending users' informational channels and social connectivity [7]. Emotionally rich content (visual, auditory, or interactive) has been shown to enhance engagement levels, strengthen brand trust, and facilitate more effective information processing [8]. Moreover, these technologies have been found to reshape not only tourist–product interactions but also social communication practices, cultural behaviours, and identity maintenance strategies [9]. Across divergent research focuses, a convergent finding emerges: the emotional dimension of digital content constitutes the primary mediator between the technological environment and tourist consumer behaviour. A distinct dimension of the research problem concerns the legal regulation of psychological and emotional influence strategies in digital marketing. Consumer protection legislation, advertising law, and personal data processing regulations collectively delineate the permissible boundaries of personalized emotional appeals in advertising communication. Empirical studies have established that legal constraints significantly condition the scope within which psychological factors can influence consumer behaviour [4, 10]. Nevertheless, the intersection of EI-related factors with legal frameworks in the context of digital tourism platforms remains substantially underexplored. In sum, while scholarly interest at the nexus of emotional intelligence, digital tourism, and emotional marketing is growing, the integration of EI influence mechanisms with cultural specificities and legal constraints within digital tourism marketing contexts represents a significant gap in the extant literature.

Setting the task. The objective of this article is to evaluate, through a simulation experiment, the sensitivity of key marketing performance indicators to variations in EI levels and legal constraint parameters. To achieve this objective, the following model behaviour hypotheses are formulated:

H_0: Variation in the emotional intelligence level of simulated agents does not affect information processing characteristics within the specified algorithmic rules of the model. H_1: Emotional intelligence parameters exert a measurable influence on simulation output indicators (specifically CTR) and interact with legal constraint

parameters, modifying both the magnitude and direction of this effect. It should be emphasized that hypothesis testing within the simulation framework does not presuppose classical binary interpretation (acceptance/rejection). Instead, evaluation proceeds through sensitivity analysis and conditional hypothesis support assessment contingent upon model parameter configuration. The obtained results are interpreted as gradient or context-dependent confirmations of the research propositions.

Summary of the main research material. The proposed study is grounded in a simulation-based modelling approach that enables the integration of psychological, sociocultural, and legal determinants of EI's influence on cross-cultural perception of tourism advertising, thereby providing a comprehensive assessment of digital marketing communication effectiveness. To test the proposed hypotheses, a Monte Carlo simulation was employed to model stochastic and multidimensional factors, including simulated consumer profile parameters, cultural contexts, and regulatory constraints. The model incorporated 14 variables organized into four thematic blocks: five psychological variables (Var_1–Var_5) capturing key dimensions of emotional intelligence and cognitive load sufficient to characterize the psychological profile of the target audience [11]; two emotional-cultural and two economic variables (Var_6–Var_7, Var_{14}) assessing affective and cultural advertising impact alongside ROI [12, 13]; three behavioural variables (Var_8–Var_{10}) modelling CTR, conversion rate, and purchase probability [14]; and three regulatory-social variables (Var_{11}–Var_{13}) representing key legal, ethical, and audience constraints [15, 16]. The multidimensional variable structure was justified by the need to avoid reductionism in modelling complex psychological, behavioural, and regulatory constructs, ensuring an adequate representation of emotional intelligence, legal awareness, and marketing effectiveness consistent with contemporary approaches to socioeconomic systems modelling. Input variables were specified as theoretically and empirically grounded distributions (normal, beta, binomial) (table 1).

Distribution parameters (Table 1) were determined on the basis of theoretically grounded assumptions and benchmark-calibrated estimates of the digital marketing environment. Psychological variables were normalized using a psychometrically consistent method; behavioral and regulatory variables were normalized in accordance with scenario-based and industry-level estimates. The probability $p = 0.2$ for Var_{11} reflects a conservative scenario of partial compliance of advertising practices with regulatory requirements. A normal distribution was selected for ROI as an approximation of mean campaign performance values under stable conditions.

Data generation was performed using Latin Hypercube Sampling (LHS; N = 500), ensuring uniform coverage of the 14-dimensional parameter space with a fourfold margin relative to the minimum required sample size ($N \geq 10k = 140$). The study is simulation-based and aimed at assessing structural associations and sensitivity relationships among variables rather than causal identification. Scenario analysis was conducted for key variables (EI_score, Empathy, CultureSensitivity) across three conditions: pessimistic ($\mu - \sigma$), baseline (μ), and optimistic ($\mu + \sigma$). Simulations were carried out in Excel (LHS add-ins); statistical processing was performed in Statistica 12.

Descriptive statistics encompassed means, standard deviations, skewness, and kurtosis. Variables Var_1–Var_7 conformed to a normal distribution (Shapiro–Wilk test, $p > 0,05$): M = 2,49–3,05, SD = 0.48–0.59, Skewness = (−0,07) – 0.18, Kurtosis = (−0,29) – 0.36. Variables Var_8 and Var_{11}–Var_{13} exhibited positive skewness; binary variables (Var_{10}–Var_{13}) displayed a bimodal structure. Correlation analysis was performed using the Pearson coefficient for continuous variables and the point-biserial coefficient for binary variables. Latent structure was identified via Principal Component Analysis (PCA; Kaiser criterion: Eigenvalue > 1; loading threshold |loading| ≥ 0,4;); only variables with Power ≥ 0,5 were retained for clustering. The Variable Importance (Power) index reflects the relative contribution of a predictor to the variance in CTR, CR, and ROI with all other variables held constant. Cluster analysis was conducted using Euclidean distance; cluster profiles were interpreted across seven variables (EI_score, Empathy, Cognitive-Load, CTR, CR, Ethical Compliance, ROI) with the following graduation: high (> +0,5σ), moderate (±0,5σ), and low (< − 0,5σ) (Hair et al., 2022). Between-cluster differences were assessed using one-way ANOVA. The effects of predictors X_1–X_4 (EI_score, Empathy, Cognitive Load, Ethical Compliance) on CTR, CR, and ROI were estimated via multiple regression analysis ($\alpha = 0,05$).

The correlation coefficients ranged from (– 0,1 to 0,14, indicating weak linear associations

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and the absence of multicollinearity, thereby justifying the inclusion of all variables in subsequent models. The overall level of emotional intelligence (Var_1) exhibited weak positive correlations with cultural sensitivity (Var_7 r = 0.,9, p > 0,05) and CTR (Var_8 r = 0,09, p > 0,05). The sub-components of emotional intelligence (Var_2–Var_4) showed weak correlations with CTR and CR (Var_8–Var_9; r = 0,02 – 0,08, p > 0,05). Advertising performance indicators (Var_8–Var_{10}) demonstrated marginal positive associations (r = 0,03 – 0,14, p > 0,05), while PurchaseDecision (Var_{10}) showed virtually no correlation with the remaining variables (r ≈ 0,00 – 0,03, p > 0.05). Cognitive load (Var_5) displayed weak negative associations with CTR and CR (r ≈ – 0,02 to – 0,03, p > 0.05), whereas legal and ethical variables (Var_{11}–Var_{12}) yielded weak positive associations with ROI (Var_{14}; r = 0,14, p > 0,05). Despite the low magnitude of the coefficients, the findings suggest that the level of emotional intelligence and adherence to ethical norms may modulate the effectiveness of cross-cultural advertising.

Principal Component Analysis (PCA) extracted seven components accounting for 57,58% of total variance. The first three components collectively explained 26,6% of the variation, reflecting the presence of several dominant factors underlying the perception of advertising content. Component eigenvalues ranged from 1,01 to 1,28, satisfying the Kaiser criterion (Fig. 1). Explained variance exceeding 50% is considered acceptable for social and behavioural research, thereby confirming the adequacy of the model and the representativeness of the obtained results.

Based on the results of the Variable Importance analysis, the key determinants of cross-cultural tourism advertising effectiveness were identified. The highest influence scores were recorded for Var_{11} (legal compliance) (P = 0.7388), Var_1 – overall level of emotional intelligence (P = 0,7342), and Var_3 (emotional regulation) (P = 0,6101). These variables constitute the central core of the psychological-legal model of advertising effectiveness, ensuring emotional relevance, normative alignment, and enhanced audience trust. Significant, albeit less influential, contributions

Table 1

Input parameters for Monte Carlo simulation

	Variable	Content	Distribution	Parameters
Psychological variables				
Var1	EI_score	Overall level of emotional intelligence	Normal	μ = 3, σ = 0,5
Var2	Emotional Awareness	Awareness of own emotions	Normal	μ = 3, σ = 0,5
Var3	Emotional Regulation	Ability to regulate emotions	Normal	μ = 3, σ = 0,5
Var4	Empathy	Level of empathy	Normal	μ = 3, σ = 0,6
Var5	CognitiveLoad	Cognitive load in advertising processing	Normal	μ = 2,5, σ = 0,5
Advertising variables				
Var6	Var6	Ad Emotional Impact	Emotional impact of advertising	Normal
Var7	Var7	Culture Sensitivity	Cultural sensitivity of advertising	Norma
Behavioral variables				
Var8	CTR	Click-through rate	Beta	α = 2, β = 18
Var9	CR	Conversion rate	Beta	α = 1,5, β = 8,5
Var10	PurchaseDecision	Probability of purchase decision	Bernoulli / Logistic	–
Legal , ethical variables				
Var11	Legal Compliance	Compliance with legislation	Binomial	n = 1, p = 0,2
Var12	Ethical Compliance	Compliance with ethical norms	Binomial	n = 1, p = 0,5
Audience				
Var13	Vulnerable Group	Whether the consumer belongs to a vulnerable group	Binomial	n = 1, p = 0,3
ROI				
Var14	ROI	Return on advertising investment	Normal	μ = 0,1, σ = 0,02

Source: compiled by the authors based on [11-16]

were demonstrated by Var_{13} (vulnerable group) (P = 0.5890), Var_{12} (ethical norm compliance) (P = 0.5837), and Var_{9} (advertising conversion rate) (P = 0.5825). Their influence manifests primarily through the enhancement of cross-cultural content adaptation, thereby sustaining stable cognitive and emotional advertising perception. Economic performance indicators (Var_{5} –Var_{7}, P = 0.45–0.56), encompassing ROI, brand loyalty, and purchase intentions, demonstrated moderate, indirect dependence, corroborating the mediating role of psychological and legal variables in shaping the economic effectiveness of cross-cultural advertising. The results of the component analysis are presented below (Table 2).

The principal factors shaping the perception of cross-cultural advertising were identified as follows: emotional intelligence, empathy, cultural sensitivity, the emotional impact of advertising, cognitive load, adherence to ethical and legal norms, and financial performance indicators (ROI, CTR, CR). The application of only those key variables with high importance scores and significant factor loadings enabled the delineation of the primary variable groupings for subsequent analysis of interrelationships and the clustering of respondents according to the similarity of their responses.

The computed inter-cluster distance matrix revealed sufficient cluster differentiation, indicat-

Table 2

Abbreviated component loading matrix

	Component						
	1	**2**	**3**	**4**	**5**	**6**	**7**
Var1	---	---	---	---	---	---	0,5734
Var4	---	---	0,5710	---	---	---	---
Var5	–	---	---	0,4867	---	–0,4788	---
Var8	0,4742	---	---	0,4529	---	---	---
Var9	---	0,5756	---	---	---	---	---
Var12	---	---	---	0,5066	---	---	---
Var14	---	0,4983	---	---	---	0,4240	---

Source: compiled by the authors

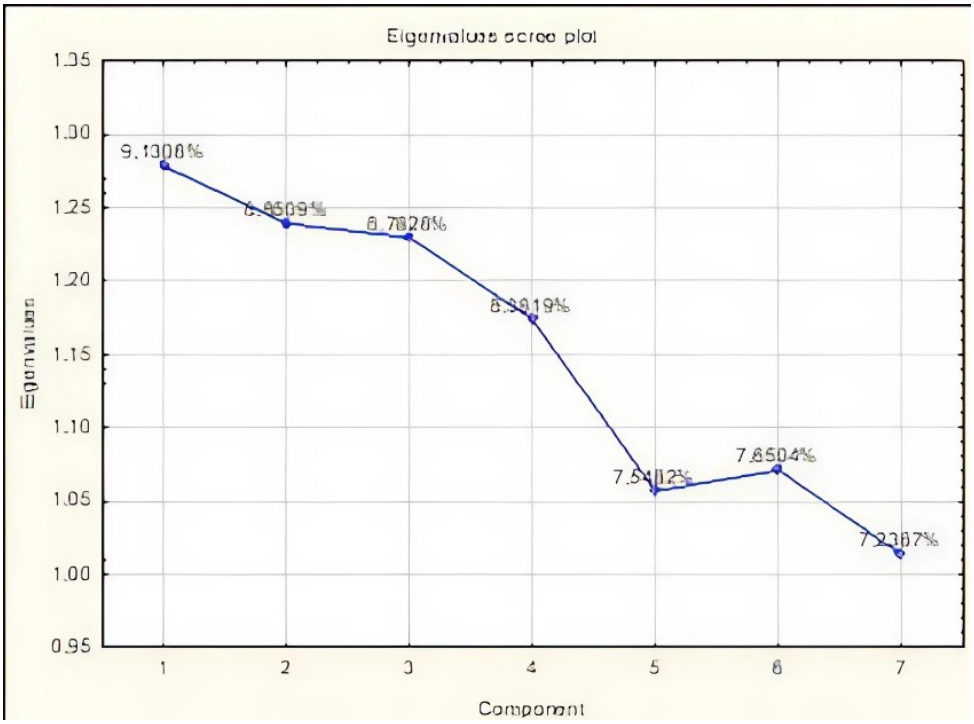

Fig. 1. Eigenvalue plot of the model

Source: compiled by the authors

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ing the heterogeneity of the sample. The smallest distance (0.5861) was observed between clusters 3 and 4, reflecting their high degree of similarity. This suggests that the simulated agents within these clusters respond to advertising through a balanced combination of emotional engagement and normative-legal expectations. Clusters 1 and 2 exhibited a distance of 0.71, indicating moderate similarity; within this grouping, rational or normative factors of advertising perception predominate, although the emotional component retains meaningful influence. The greatest dissimilarity was recorded between cluster 5 and all remaining clusters (exceeding 0.9), signifying the distinctiveness of its profile. This finding suggests that the simulated agents within this group are characterized either by heightened sensitivity to the legal and ethical dimensions of advertising or by a reduced level of emotional resonance with marketing stimuli. Between-cluster differences were further examined on the basis of variable mean values.

Cluster analysis identified five groups of agents with distinct psychological, cognitive, and ethical profiles of advertising perception. Cluster 1 ("cautious observers" [17]) is characterized by moderate emotional intelligence, high ethical sensitivity, and rational evaluation of advertising messages. Cluster 2 demonstrates high emotional awareness combined with moral responsibility, positioning it as the key audience for socially oriented brands [17]. Cluster 3 exhibits its high emotional reactivity alongside low ethical sensitivity, making it receptive to impulsive, visually rich stimuli in accordance with affective response models. Cluster 4 is defined by low emotional and cognitive engagement [17]; information-dense, cognitively stimulating messages are effective for this segment. Cluster 5 is distinguished by high cognitive activity and a tendency toward rational evaluation of complex messages, consistent with the concept of cognitive fluency; structured, logically argued communication strategies are optimal for this group. The findings confirm that advertising effectiveness is determined by the balance between emotional and normative-value factors, which substantiates the applicability of differentiated approaches: the emotional-ethical approach (Clusters 1–2), the creative-visual approach (Cluster 3), the informational-stimulating approach (Cluster 4), and the cognitive-analytical approach (Cluster 5). Analysis of variance confirmed statistically significant between-cluster heterogeneity (ANOVA: $F(4, 495) = 4{,}926$ $p = 0{,}0006$), providing empirical grounds for further profiling to understand the role of psychological and legal factors in shaping the effectiveness of cross-cultural advertising.

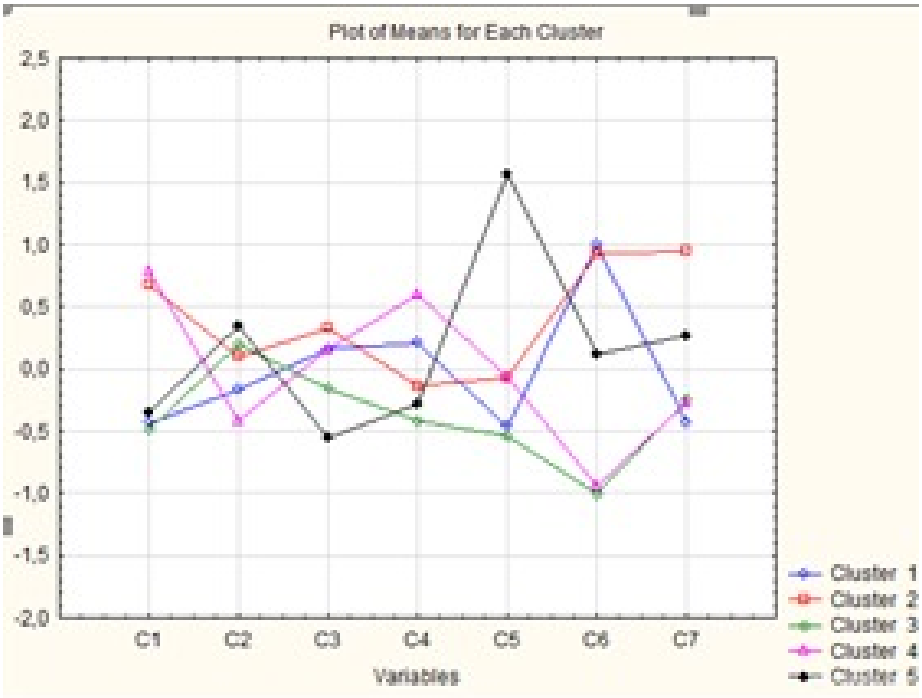

Fig. 2. Graph of cluster averages

Source: compiled by the authors

Table 3

ANOVA results on the components of perception of intercultural tourism advertising between clusters

	SS	df	MS	F	p-value
Between-groups	19.104	4	4.776	4.926	0.0006
Within-groups	479.896	495	0.970		
Total	499.000	499			

Source: compiled by the authors

Table 4

Regression coefficients (β and p) for CTR, CR, and ROI

Independent variable (Predictor)	CTR β	CTR p	CR β	CR p	ROI β	ROI p
Interception	-0,000	1,000	0,000	1,000	0,000	1,000
X1 (EI_score)	0,094	0,035	-0,024	0,594	0,056	0,212
X2 (Empathy)	-0,072	0,110	0,056	0,216	-0,040	0,377
X3 (CognitiveLoad)	0,008	0,852	-0,018	0,691	0,037	0,413
X4 (EthicalCompliance)	0,064	0,155	0,035	0,433	0,138	0,002

Source: compiled by the authors

Table 5

Summary indicators of regression models

Model	R^2	Adjusted R^2	F (df)	p-value (F)	N
CTR	0,017	0,009	2,12 (4,495)	0,077	500
CR	0,005	-0,003	0,667 (4,495)	0,615	500
ROI	0,025	0,017	3,15 (4,495)	0,014	500

Source: compiled by the authors

The results of the regression coefficient calculations (Table 5) show that emotional intelligence (X_1) has a statistically significant effect on CTR (β = 0.094; p = 0.035), whereas conversion rate (CR) did not demonstrate a statistically significant effect on the predictors. Ethical compliance (X_4) showed a statistically significant positive effect on ROI (β = 0,138 p = 0, 002), highlighting its role in enhancing the economic effectiveness of cross-cultural advertising.

Results of assessing the impact of psychological and ethical factors on key performance indicators of cross-cultural tourism advertising (CTR, CR, and ROI) based on regression analysis are presented (table 5).

For CTR, the regression model demonstrates low explanatory power (R^2 = 0,017, F(4, 495) = 2,12 p = 0,077). However, the sole significant predictor is X_1 (emotional intelligence) (β = 0,094 p = 0,035), confirming its role in driving initial audience engagement. The absence of significant effects for the remaining variables (p > 0,05) indicates that CTR is predominantly determined by content-related and contextual advertising factors. The model for CR is statistically non-significant (R^2 = 0,005; F(4, 495) = 0,667 p = 0,615), with no predictor yielding a substantial effect, suggesting that conversion is primarily governed by marketing strategy, audience targeting, and propositional value. For ROI, the model attains statistical significance (R^2 = 0,025; F(4, 495) = 3,15 p = 0,014), with X_4 (ethical compliance), emerging as the sole significant predictor (β = 0,138 p = 0,002). The low R^2 values are consistent with the inherent properties of high-noise behavioural digital systems, in which variance in outcome indicators is largely attributable to stochastic algorithmic mechanisms not captured within the model.

Taken together, psychological and ethical factors fulfil differentiated functions such as emotional intelligence determines first-contact response (CTR), ethical compliance enhances economic performance (ROI), while conversion remains subject to the influence of external marketing conditions. Cluster analysis and ANOVA confirmed significant between-group variation across agents' psychological and ethical profiles, substantiating the rationale for audience segmentation in cross-cultural advertising strategies.

Conclusions and prospects for further research. The simulation results partially confirmed hypothesis H_1, establishing a significant effect of emotional intelligence exclusively on

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CTR, with no direct influence observed on CR or ROI. Legal awareness performs a moderating function, adjusting the magnitude of EI's impact and attenuating culturally induced perceptual distortions. Cluster analysis identified five distinct agent typologies characterized by divergent psychological and ethical profiles, substantiating the need for differentiated strategic approaches emotional-ethical, creative, informational, and cognitive. Ethical compliance demonstrated a statistically significant positive effect on ROI, underscoring its independent economic contribution. The synergy of emotional and normative-legal determinants ensures sustained cross-cultural advertising effectiveness through the reinforcement of consumer trust and engagement. Future research directions include intergenerational analysis, expansion of cultural sampling, and the application of neuroscientific methods (eye-tracking, fMRI, and EEG) for the empirical verification of cognitive-emotional mechanisms underlying advertising perception.

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