

Transparent Advertising for Consumer Trust: A Humanistic Approach to Sensitive Issues

Ramadas Kandath^{1,*}

¹Department of FSM Adoption and Services, SAP, Plano, Texas, United States of America.
ramadas.kandath@sap.com¹

*Corresponding author

Abstract: This study explores the impact of transparent advertising on consumer trust, particularly in the context of sensitive social issues such as human rights. As consumer expectations evolve towards greater ethical responsibility, brands are increasingly required to demonstrate authenticity and align their values with their actions. Using a sample of 270 college students from Chennai, the research investigates how perceived transparency, authenticity, message consistency, and emotional appeal influence consumer trust. The results reveal that all four factors positively affect trust, with message consistency and emotional appeal having the most significant impact. The study highlights that transparent advertising, when aligned with genuine corporate values, fosters deeper emotional connections with consumers and enhances trust. However, it also warns against performative advocacy, emphasising that brands must ensure their actions match their messaging to avoid consumer backlash. Through these insights, the study offers valuable recommendations for marketers seeking to leverage transparent advertising to build lasting, trust-based relationships with socially conscious consumers. Ultimately, transparent advertising emerges as a crucial element in modern marketing, enabling brands to engage authentically with consumers and differentiate themselves in an increasingly values-driven marketplace.

Keywords: Transparent Advertising; Perceived Transparency; Perceived Authenticity; Message Consistency; Emotional Appeal; Consumer Trust; Marketplace and Relationships.

Cite as: R. Kandath, “Transparent Advertising for Consumer Trust: A Humanistic Approach to Sensitive Issues,” *AVE Trends in Intelligent Management Letters*, vol. 1, no. 3, pp. 122–130, 2025.

Journal Homepage: <https://www.avepubs.com/user/journals/details/ATIML>

Received on: 29/06/2024, **Revised on:** 21/08/2024, **Accepted on:** 06/11/2024, **Published on:** 07/09/2025

DOI: <https://doi.org/10.64091/ATIML.2025.000161>

1. Introduction

In an era marked by increasing consumer expectations for ethical behaviour and accountability, transparent advertising has emerged as a key strategy for brands seeking to build trust and loyalty. Modern consumers, especially those aware of social and environmental issues, demand that brands go beyond providing high-quality products; they seek companies that resonate with their personal values and demonstrate a commitment to responsible practices. Transparency, therefore, has become a pivotal element for brands aiming to establish meaningful relationships with consumers who prioritise human rights, sustainability, and social justice. This trend reflects a broader societal shift in which consumers expect corporations to take responsibility not only for their products but also for their social and ethical impacts [12]. Transparent advertising, especially when it involves sensitive topics, has thus become essential for positioning brands as credible, socially responsible entities. This study centres on a significant question: How does transparent advertising influence consumer trust and loyalty, particularly when it addresses

Copyright © 2025 R. Kandath, licensed to AVE Trends Publishing Company. This is an open access article distributed under [CC BY-NC-SA 4.0](https://creativecommons.org/licenses/by-nc-sa/4.0/), which allows unlimited use, distribution, and reproduction in any medium with proper attribution.

sensitive social issues such as human rights? The primary objective is to explore how brands can use transparency to foster deeper emotional connections with consumers, thereby enhancing trust and long-term engagement.

Traditionally, advertising was seen as a tool for persuasion, often leveraging emotional appeal or clever messaging to drive sales. Yet, with growing scepticism toward corporate motives, especially around socially sensitive topics, there is a pressing need for authenticity in brand messaging [23]. Today's consumers can easily discern genuine commitments from superficial ones. As a result, brands addressing social issues through advertising must ensure that their values and actions align. This alignment not only reinforces a brand's credibility but also signals a broader commitment to social responsibility [15]. Unlike traditional approaches, transparent advertising that aligns with corporate values fosters trust, a quality conventional marketing tactics often fail to achieve [10]. In exploring this, the study examines the role of authenticity and transparent communication in enhancing brand credibility, particularly in the context of social issues that matter to today's socially conscious consumers. Transparent advertising involves openly communicating a brand's intentions, values, and actions, particularly on issues with significant social implications. Addressing topics like human rights, however, requires a nuanced approach, as consumers are highly attuned to insincere efforts to align with social justice. Brands must demonstrate genuine commitment to avoid the risk of consumer backlash, as audiences can easily detect performative advocacy that lacks depth or accountability [28].

In contrast, brands that genuinely commit to transparency in their communications are well-positioned to build a solid foundation of trust, which, in turn, fosters long-term loyalty. This study focuses on how transparent advertising strengthens brand credibility and emotional connections with consumers, particularly when brands tackle socially or politically charged issues [6]. By examining this intersection, the research underscores how a humanistic, transparent approach enhances consumer perceptions of sincerity and reliability, key factors in building loyalty. Understanding consumer psychology is crucial in shaping the outcomes of transparent advertising, as emotional responses to marketing messages significantly impact perceptions of brand authenticity [19]. When brands transparently communicate their positions on social issues—whether supporting human rights or addressing sustainability consumers are more inclined to form an emotional bond with the brand. This connection is instrumental in building trust, which ultimately drives loyalty and sustained consumer support [19]. By prioritising transparency and aligning it with a humanistic approach, brands signal that they genuinely care about the issues their audiences value, rather than simply following trends for commercial gain [26]. This strategy fosters emotional resonance, ensuring that consumers perceive the brand as more than just a commercial entity but as an advocate for meaningful change [20].

Brands that prioritise transparency in their marketing, especially when addressing sensitive topics, engage in ethical practices that cater to the growing consumer demand for responsible corporate behaviour. This approach goes beyond ethical alignment; it serves as a strategic tool to build trust and loyalty, which are critical in today's highly competitive marketplace [8]. As this study explores, transparent advertising can be effectively leveraged to build credibility, allowing brands to align their values with those of socially conscious consumers and ultimately strengthen consumer relationships. Through transparency, brands can authentically address societal issues, thereby enhancing consumer engagement, loyalty, and trust [13]. This research highlights how, when executed effectively, transparent communication can position brands as responsible entities committed to social values, thereby fostering trust-based relationships that support long-term consumer engagement. The significance of transparent advertising extends beyond short-term marketing gains; it represents a transformative approach for brands to build meaningful, lasting connections with their consumers [24]. By adopting a transparent, human-centred approach, brands addressing sensitive issues not only enhance consumer trust but also strengthen their position as socially accountable entities [2].

This humanistic perspective in advertising allows brands to become part of the broader social discourse, further solidifying trust and authenticity in consumers' eyes. Through this approach, brands demonstrate that they are invested in the societal issues valued by their audiences, thus supporting stronger, trust-based relationships that are essential in today's ethical marketplace. As consumers become more informed about social, environmental, and human rights issues, their expectations of brands continue to evolve. The demand for authenticity and ethical responsibility, especially when addressing sensitive topics, has become a pressing challenge for companies still relying on traditional marketing approaches [16]. Many companies use conventional advertising tactics that do not fully address these changing expectations, creating a disconnect between brands and their consumers. Although transparency is widely recognised as a powerful tool for fostering consumer trust, there is limited understanding of how transparent advertising affects consumer perceptions when brands address sensitive social issues. This gap presents a challenge for brands striving to foster loyalty and credibility among consumers who prioritise ethical engagement [22].

By addressing this gap, the study aims to provide insights into how brands can strategically integrate transparent advertising to align with their audience's ethical expectations, building a foundation of trust that supports long-term loyalty. In sum, this research aims to explore how transparent advertising shapes consumer perceptions, with a focus on brand trust and loyalty in contexts involving sensitive social issues. The study's prominent question is: How does transparent advertising influence consumer trust and loyalty when addressing sensitive issues such as human rights? Reflects an evolving consumer landscape

in which transparency, authenticity, and ethical engagement have become central to brand success. By examining this relationship, the study seeks to provide actionable insights into how brands can effectively integrate transparency to enhance consumer engagement and align with societal values. Ultimately, transparent advertising is not just a marketing tactic; it is a strategy for building authentic, enduring relationships with consumers in an increasingly values-driven market [25]. As demonstrated, adopting a transparent, human-centred approach can enhance consumer trust, strengthen credibility, and position brands as responsible, ethical participants in the global marketplace.

2. Literature review

In the evolving landscape of modern marketing, consumer expectations have shifted dramatically, particularly regarding ethical behaviour, transparency, and authenticity. Brands are no longer judged solely on the quality of their products or services but also on their ethical conduct and alignment with social causes. The rise of socially conscious consumers has fueled demand for transparent advertising—advertising that openly communicates a brand's intentions, actions, and values. This literature review examines the relationship between transparent advertising and consumer trust, specifically focusing on independent variables such as perceived transparency, perceived authenticity, message consistency, and emotional appeal, and how they influence the dependent variable, consumer trust.

2.1. Perceived Transparency

Perceived transparency is one of the most crucial elements in building consumer trust. Transparency refers to how openly and honestly brands communicate their practices, intentions, and the values that guide their actions. According to Xiang et al. [5], perceived transparency in advertising enhances consumer trust by ensuring that consumers are not misled or deceived by false claims. Transparent advertising involves the honest sharing of information, particularly on sensitive issues such as human rights, sustainability, or corporate social responsibility (CSR). In a study by Kapoor et al. [21], consumers were more likely to trust brands that openly communicated their business practices, including how they handled supply chains, environmental impact, and employee treatment. This perception of openness not only increases trust but also aligns the brand with consumers' ethical expectations, creating a sense of alignment between the brand's values and its customers. In the context of sensitive issues, such as human rights or environmental sustainability, perceived transparency is critical, as consumers are especially attuned to insincere or superficial corporate social responsibility efforts [3]. Brands that openly disclose their social practices and the motivations behind their decisions tend to foster more profound consumer loyalty. According to Yoon et al. [1], transparent advertising can establish a foundation of trust, as consumers feel more connected to the brand when they understand the brand's authentic commitment to addressing social issues. Brands that fail to demonstrate transparency, on the other hand, risk being perceived as opportunistic or "greenwashing," where advertising is seen as a superficial attempt to capitalise on social issues without making meaningful changes.

- **H1:** Perceived transparency has a direct and positive effect on Consumer Trust.

2.2. Perceived Authenticity

Perceived authenticity is another critical determinant of consumer trust. Authenticity in advertising refers to the alignment between a brand's claims and its actual actions. Consumers are increasingly able to detect inauthenticity in marketing communications, especially when it comes to sensitive issues such as human rights or sustainability. According to Alam and So [17], authenticity is perceived when a brand's actions align with its values, and its advertising messaging reflects this congruence. If a brand claims to support social causes but does not actively contribute to those causes, consumers are likely to perceive it as disingenuous, leading to decreased trust. Brands that engage in transparent, authentic communication are more likely to build credibility and foster long-term customer relationships. Research has demonstrated that perceived authenticity significantly influences consumer trust. For example, Septianto and Tjiptono [7] found that when consumers believe a brand's advertising is authentic, they are more likely to trust the brand and engage with its products or services. Authenticity in transparent advertising, especially when addressing sensitive topics, signals to consumers that the brand is not just exploiting these issues for commercial gain but is genuinely committed to positive social change. Consumers are increasingly seeking brands that prioritise integrity and authenticity in their marketing, especially amid growing demand for corporate social responsibility (CSR) [9]. This authentic connection helps reinforce consumer trust by demonstrating that the brand shares its customers' values.

- **H2:** Perceived authenticity has a direct and positive effect on Consumer Trust (Figure 1).

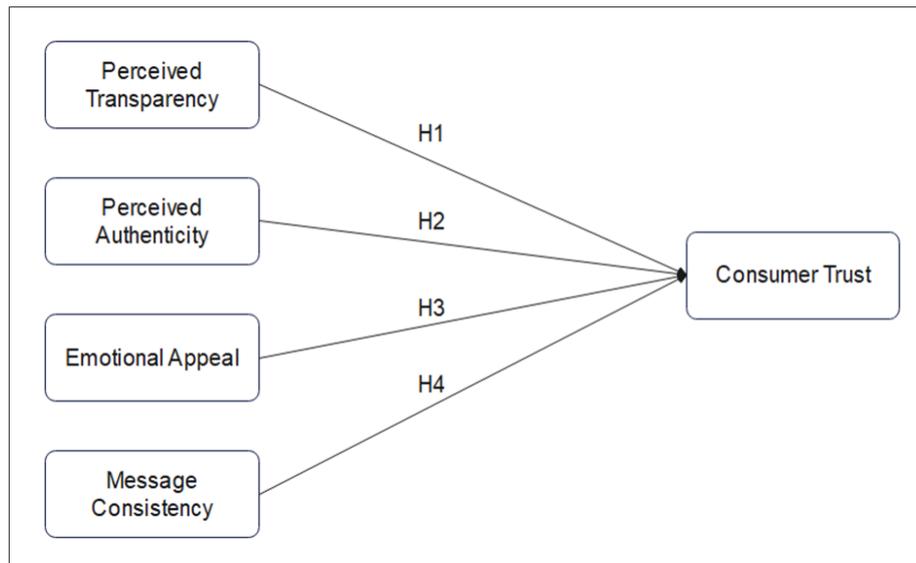


Figure 1: Conceptual framework

2.3. Emotional Appeal

Emotional appeal in advertising refers to the use of emotional triggers in marketing messages that evoke feelings such as empathy, pride, or concern. Emotional appeal has long been a powerful tool in advertising, but its role becomes even more significant when brands address sensitive issues. According to Kim et al. [28], advertising that taps into consumers' emotions can strengthen their connection to the brand, especially when those emotions are tied to socially responsible causes. For instance, a brand that uses emotional appeal to highlight its efforts in supporting human rights can evoke feelings of empathy and concern among consumers, leading them to trust the brand more deeply. Emotional appeal enhances consumer trust by fostering an emotional connection between the consumer and the brand. When consumers feel emotionally connected to a brand, they are more likely to perceive it as authentic and trustworthy [14]. Emotional appeal, when combined with transparent and authentic advertising, can create a powerful bond between the consumer and the brand. Brands that effectively use emotional appeal to communicate their commitment to socially responsible issues can strengthen their credibility and encourage long-term consumer loyalty [4].

- **H3:** Emotional appeal has a direct and positive effect on Consumer Trust.

Message consistency refers to how consistent a brand's message is across different marketing channels and campaigns. According to Paschen [11], consumers are more likely to trust brands that provide a consistent message over time. This consistency is particularly important in the context of transparent advertising for sensitive issues, as inconsistencies between a brand's advertising and its actions can lead to scepticism and distrust. For example, a brand that consistently communicates its commitment to environmental sustainability but later fails to demonstrate this commitment in its business practices risks alienating consumers who value corporate transparency [10]. The consistency of the message communicates stability and reliability, which are essential for building long-term consumer trust. Message consistency also affects a brand's perceived credibility. A study by Busser and Shulga [10] indicated that brands with consistent messaging about their corporate social responsibility initiatives are viewed as more credible and trustworthy than brands that make inconsistent claims. Transparent advertising, when accompanied by consistent messaging, helps create a sense of reliability, as consumers know what to expect from the brand and believe that it will follow through on its promises. In sensitive contexts, consistency in message delivery is especially important, as any discrepancy between a brand's stated values and its actual actions can lead to consumer backlash and loss of trust.

- **H4:** Message consistency has a direct and positive effect on Consumer Trust.

2.4. Consumer Trust

Consumer trust is the dependent variable in this study and represents the level of confidence consumers have in a brand's intentions and ability to fulfil its promises. Consumer trust is essential for building lasting relationships between brands and consumers. Research by Hopp and Fisher [27] found that trust is a critical driver of consumer behaviour, as consumers are more

likely to engage with, purchase from, and recommend brands they trust. Transparent advertising, when executed effectively, can significantly increase consumer trust by aligning the brand's messaging with its actions and values. Brands that prioritise transparency, authenticity, message consistency, and emotional appeal in their advertising create a trustworthy image that resonates with consumers [19]. The role of consumer trust in transparent advertising cannot be overstated. Trust is a cornerstone of customer loyalty, as consumers are more likely to remain loyal to brands that they trust. According to Brinson et al. [18], consumer trust directly influences the likelihood of repeat purchases and positive word-of-mouth recommendations. Trust also plays a crucial role in mitigating consumer scepticism, particularly when addressing sensitive topics such as human rights and sustainability. Brands that build trust through transparent advertising can enhance consumer loyalty and foster long-term customer relationships [29]. Transparent advertising plays a vital role in shaping consumer trust, especially when addressing sensitive issues like human rights and sustainability. The independent variables perceived transparency, perceived authenticity, message consistency, and emotional appeal are all crucial factors that influence how consumers perceive a brand's commitment to ethical practices and how these perceptions, in turn, affect consumer trust. Transparent advertising, when executed in alignment with these variables, can enhance brand credibility, foster emotional connections, and ultimately lead to stronger, long-term consumer loyalty. This literature review underscores the importance of a humanistic approach to advertising that prioritises transparency, authenticity, and emotional engagement to build trust and credibility with socially conscious consumers.

3. Methodology

This study explores the role of transparent advertising in shaping consumer trust, with a particular focus on the perception of transparency, authenticity, message consistency, and emotional appeal in influencing consumer behaviour. The sample for this research was drawn from college students residing in Chennai, a city known for its diverse socio-economic and educational backgrounds. College students are a crucial demographic in consumer research, as they often represent the early adopters of brands and are highly influenced by advertising strategies. Furthermore, Chennai offers a vibrant mix of cultures, attitudes, and values, making it an ideal setting to study consumer perceptions of transparent advertising, particularly in the context of sensitive social issues such as human rights, sustainability, and corporate social responsibility (CSR). The sample selection process for this study followed a non-probability judgmental sampling technique, which is often used when researchers wish to target a specific group of respondents that best represents the characteristics of the study population. In this case, the researchers focused on college students aged 18-24, as this group is most likely to engage with digital advertising and be influenced by transparent marketing campaigns. A total of 300 college students from various disciplines were selected from three universities in Chennai.

The respondents were selected based on their willingness to participate in the study and their exposure to advertising campaigns on sensitive social issues. To ensure that the responses captured a broad spectrum of perspectives, students were selected from diverse fields of study, including engineering, arts, commerce, and social sciences. This diversity provided a well-rounded understanding of how different groups of students, with varying interests and academic backgrounds, respond to transparent advertising messages. Moreover, students were selected from both urban and suburban colleges in Chennai, ensuring a wide range of socio-economic backgrounds, which is essential for understanding how transparent advertising might be perceived differently across economic strata. The survey was designed to measure the impact of four key independent variables: perceived transparency, perceived authenticity, message consistency, and emotional appeal on consumer trust. Each variable was evaluated on a 5-point Likert scale, ranging from strongly agree to strongly disagree. Perceived transparency was measured by how clearly and openly the advertising communicated the brand's values and intentions. Perceived authenticity assessed whether the brand's actions and commitments appeared genuine and aligned with its advertising. Message consistency was evaluated based on how well the brand's message was communicated across different media platforms.

Emotional appeal focused on the advertising's emotional resonance, particularly its ability to connect with consumers' values and feelings. The survey instrument consisted of 25 items: five for each independent variable and a set of questions designed to measure the dependent variable, consumer trust. The dependent variable, consumer trust, was measured by respondents' confidence in the brand's claims and its commitment to social issues. Trust was also assessed for its influence on their attitudes toward the brand and whether it translated into loyalty or advocacy. Data collection was conducted via online surveys distributed via university mailing lists and social media platforms. The online survey method was chosen for its convenience and efficiency in reaching college students, who are more likely to engage with digital surveys. The survey also ensured anonymity, encouraging respondents to provide honest and unbiased answers. In total, 270 valid responses were received after filtering out incomplete or inconsistent submissions, yielding a response rate of 90%. After collecting the data, the responses were analysed using statistical techniques. The analysis aimed to understand how different aspects of transparent advertising, such as transparency and authenticity, influenced consumer trust in the brand. Structural equation modelling (SEM) was used to test the hypothesised relationships between the variables, with a particular focus on understanding the direct and indirect effects of the independent variables on consumer trust.

4. Results

This study aims to determine the influence of transparent advertising on consumer behaviour, with a particular focus on its effect on consumer trust. The sample consisted of 270 college students from Chennai. The demographic characteristics of the surveyed consumers indicate that 59% were female and 41% were male. A majority of participants (75%) were aged 21-23 years, and 61% had completed postgraduate studies. Furthermore, 42% of the respondents were in the upper-middle-income level. These participants were selected using judgmental sampling, ensuring the inclusion of diverse groups within the target population. Table 1 provides a comprehensive overview of the study's construct validity and reliability. The reliability of the constructs was evaluated using both Composite Reliability and Cronbach's Alpha, which assess the internal consistency of the measurements. Cronbach's Alpha values range from 0 to 1, with values above 0.7 indicating strong internal consistency. Values between 0.5 and 0.7 are considered acceptable for intermediate consistency. To assess the questionnaire's validity, a factor analysis was conducted to examine its convergent validity. The Average Variance Extracted (AVE) was used as a critical metric to evaluate the convergent validity in Confirmatory Factor Analysis (CFA). AVE quantifies the degree to which the items in the scale are correlated, providing insight into whether the constructs are measuring what they intend to measure.

The primary focus of this research was to examine how transparent advertising, specifically, perceived transparency, perceived authenticity, message consistency, and emotional appeal affect consumer trust. By using judgmental sampling to select participants who were representative of different demographic categories, the study aimed to capture a broad spectrum of attitudes toward transparent advertising. The respondents' varying levels of income, education, and professional backgrounds were taken into account in interpreting the results, offering a comprehensive perspective on how diverse consumer groups respond to advertising that addresses sensitive social issues with transparency. The study's findings are expected to contribute to the understanding of how transparent advertising influences consumer behaviour, particularly in terms of trust and engagement with brands. Given the socio-economic diversity of the sample, the research provides valuable insights into how different consumer segments perceive transparent advertising, helping marketers craft more effective campaigns that resonate with their target audiences. By exploring the relationships among the independent variables (perceived transparency, perceived authenticity, message consistency, and emotional appeal) and the dependent variable (consumer trust), this study aims to offer practical recommendations for brands seeking to build consumer trust through transparent advertising strategies.

Table 1: Construct validity and reliability

Construct	Cronbach's Alpha	Cronbach's Reliability	Average Variance Extracted
Perceived Transparency	0.798	0.710	0.564
Perceived Authenticity	0.741	0.802	0.521
Message Consistency	0.892	0.914	0.628
Emotional Appeal	0.841	0.812	0.752
Consumer Trust	0.873	0.781	0.714

Cronbach's alpha values exceed 0.5, suggesting that the evaluated items are sufficiently dependable to support the research. This degree of reliability is appropriate for assessing the validity of a construct, the acceptable range for each construct, which includes Perceived Transparency (CA = 0.798, CR = 0.710, AVE = 0.564), Perceived Authenticity (CA = 0.741, CR = 0.802, AVE = 0.521), Message Consistency (CA = 0.892, CR = 0.914, AVE = 0.628), Emotional Appeal (CA = 0.841, CR = 0.812, AVE = 0.752), Consumer Trust (CA = 0.873, CR = 0.781, AVE = 0.714) and Brand Loyalty (CA = 0.864, CR = 0.795, AVE = 0.570). To demonstrate convergent validity, each item loading on a latent concept must be at least 0.5 and statistically significant, as indicated by a p-value of 0.05 or lower.

Table 2: discriminant validity fornell-larcker criterion

Construct	PT	PA	MC	EA	CT
PT	0.724				
PA	0.551	0.764			
MC	0.664	0.684	0.824		
EA	0.612	0.624	0.620	0.812	
CT	0.526	0.521	0.514	0.7220	0.774

Among the six latent constructs, discriminant validity was evaluated using the Fornell-Larcker criterion. According to this criterion, the off-diagonal coefficients should be less than the square roots of the amount of variance extracted (AVEs). The values are smaller than 0.824. Furthermore, ratios ought to be less than 0.90. Table 2 shows that each construct exhibits discriminant validity according to the criteria outlined above.

Table 3: Path coefficient

Relationship	Path Coefficient
Perceived Transparency->Consumer Trust	0.324
Perceived Authenticity->Consumer Trust	0.256
Message Consistency->Consumer Trust	0.496
Emotional Appeal->Consumer Trust	0.422

The results from the path coefficients Table 3 reveal significant positive relationships between Perceived Transparency, Perceived Authenticity, Message Consistency, and Emotional Appeal, and Consumer Trust. Perceived Transparency ($\beta = 0.324$) shows a moderate positive effect, indicating that transparent advertising increases consumer trust. Perceived Authenticity ($\beta = 0.256$) also positively influences trust, though its impact is slightly weaker than that of transparency. Message Consistency ($\beta = 0.496$) has the strongest positive effect, suggesting that consistent messaging across channels significantly enhances consumer trust. Similarly, Emotional Appeal ($\beta = 0.422$) shows a strong positive relationship with trust, underscoring the importance of emotionally engaging advertisements in building trust. The results support all the hypotheses (H1, H2, H3, H4), with path coefficients above the threshold of 0.25, indicating that these factors have a statistically significant impact on consumer trust. The findings underscore the importance of transparent advertising strategies that focus on transparency, authenticity, consistency, and emotional appeal to build stronger, trust-based relationships with consumers. Among these, message consistency and emotional appeal emerge as the most influential factors in fostering consumer trust, reinforcing the effectiveness of well-executed advertising strategies.

5. Discussion

The findings from this study underscore the growing importance of transparent advertising in fostering consumer trust. As consumers increasingly demand authenticity and ethical behaviour from brands, transparent communication has become a key factor in building and maintaining trust. The results show that perceived transparency, authenticity, message consistency, and emotional appeal all significantly contribute to trust, with message consistency and emotional appeal having the most substantial impact. This suggests that brands need to ensure their messaging is not only consistent across platforms but also emotionally resonant with consumers. In an era of fragmented media and heightened consumer awareness, any inconsistency in brand messaging can lead to scepticism and undermine trust. Therefore, brands must align their values and actions, ensuring that their messages on social issues are backed by genuine commitment, as any disconnect between words and deeds is easily detected by consumers. Moreover, the study highlights the need for brands to be mindful of the potential risks of performative advocacy, especially when addressing sensitive social issues. Consumers are becoming more adept at recognising superficial efforts to align with popular causes, and brands that engage in "cause-washing" risk damaging their reputation and consumer trust. Authenticity is critical in this context, and transparent advertising enables brands to communicate their true values and create a deeper emotional connection with their audience. When brands back up their transparent communication with real, tangible actions that demonstrate their commitment to societal issues, they build stronger, more enduring relationships with consumers. In conclusion, transparent advertising is not just a marketing tool but a foundational element in building trust, and brands that embrace it will be better positioned for long-term success in a socially conscious marketplace.

6. Conclusion

This research reinforces the idea that transparent advertising is a powerful tool for building consumer trust and loyalty, particularly in the context of sensitive social issues such as human rights, sustainability, and corporate accountability. The study's findings highlight the importance of transparency, authenticity, message consistency, and emotional appeal in shaping consumer perceptions of brand trustworthiness. Among these factors, message consistency and emotional appeal emerged as the most influential drivers of trust, suggesting that brands must prioritise them when designing advertising campaigns to foster consumer trust. The results of this study have significant implications for brands operating in today's socially conscious marketplace. By adopting transparent and emotionally resonant advertising strategies, brands can build stronger, trust-based relationships with consumers, which are essential for long-term success. Moreover, the findings underscore the importance of aligning brand values with corporate actions, as consumers are increasingly able to discern between genuine commitment and superficial advocacy. Brands that demonstrate authenticity in their transparent communications are better positioned to build lasting relationships with consumers who prioritise ethical behaviour and social responsibility. In conclusion, transparent advertising is not just a marketing strategy; it is a vital component of brand integrity and consumer loyalty. By embracing transparency and emotional engagement, brands can position themselves as credible, responsible entities in the eyes of socially conscious consumers. This study highlights how transparent advertising, when executed effectively, can drive positive consumer behaviour, fostering trust, loyalty, and long-term brand success. In a world where consumers are increasingly informed and socially aware, brands that fail to embrace transparent and ethical practices risk losing consumer trust and loyalty.

Therefore, transparent advertising is not just a trend but a fundamental shift in how brands must communicate with their audiences moving forward.

Acknowledgement: N/A

Data Availability Statement: This study uses a dataset related to transparent advertising for consumer trust: a humanistic approach to sensitive issues. The dataset is available from the corresponding authors upon reasonable request.

Funding Statement: No funding has been obtained to help prepare this manuscript and research work.

Conflicts of Interest Statement: No conflicts of interest have been declared by the author.

Ethics and Consent Statement: The consent was obtained from the organization and individual participants during data collection, and ethical approval and participant consent were received.

References

1. A. Yoon, D. Jeong, J. Chon, and J. H. Yoon, "A study of consumers' intentions to participate in responsible tourism using message framing and appeals," *Sustainability*, vol. 11, no. 3, pp. 1–14, 2019.
2. B. K. Al-Hadrawi, Q. O. Nasser, and S. B. Gogsido, "Empowering brands: The art of persuasive marketing and building unshakable consumer trust," *J. Prod. Ind. Eng.*, vol. 5, no. 1, pp. 26–37, 2024.
3. C. Kim, H. G. Jeon, and K. C. Lee, "Discovering the role of emotional and rational appeals and hidden heterogeneity of consumers in advertising copies for sustainable marketing," *Sustainability*, vol. 12, no. 12, p. 5189, 2020.
4. D. C. Balaban, M. Mucundorfeanu, and B. Naderer, "The role of trustworthiness in social media influencer advertising: Investigating users' appreciation of advertising transparency and its effects," *Communications*, vol. 47, no. 3, pp. 395–421, 2022.
5. D. Xiang, L. Zhang, Q. Tao, Y. Wang, and S. Ma, "Informational or emotional appeals in crowdfunding message strategy: An empirical investigation of backers' support decisions," *J. Acad. Mark. Sci.*, vol. 47, no. 6, pp. 1046–1063, 2019.
6. F. Cambier and I. Poncin, "Inferring brand integrity from marketing communications: The effects of brand transparency signals in a consumer empowerment context," *J. Bus. Res.*, vol. 109, no. 3, pp. 260–270, 2020.
7. F. Septianto and F. Tjiptono, "The interactive effect of emotional appeals and past performance of a charity on the effectiveness of charitable advertising," *J. Retail. Consum. Serv.*, vol. 50, no. 9, pp. 189–198, 2019.
8. H. W. Hassink, "Understanding the evolution of customer trust in sustainable products: A customer journey perspective," Master's thesis, *University of Twente*, Enschede, Netherlands, 2024.
9. I. Koinig, "On the influence of message/audience specifics and message appeal type on message empowerment: The Austrian case of COVID-19 health risk messages," *Health Commun.*, vol. 37, no. 13, pp. 1682–1693, 2022.
10. J. A. Busser and L. V. Shulga, "Involvement in consumer-generated advertising: Effects of organizational transparency and brand authenticity on loyalty and trust," *Int. J. Contemp. Hosp. Manag.*, vol. 31, no. 4, pp. 1763–1784, 2019.
11. J. Paschen, "Investigating the emotional appeal of fake news using artificial intelligence and human contributions," *J. Prod. Brand Manag.*, vol. 29, no. 2, pp. 223–233, 2020.
12. J. Qizwni and D. H. Perkasa, "Analysis of marketing ethics from an Islamic perspective," in *Proc. Int. Conf. Islamic Econ. Bus. (ICIEB)*, vol. 3, no. 1, pp. 46–58, 2024.
13. J. Wang and A. Li, "The impact of green advertising information quality perception on consumers' response: An empirical analysis," *Sustainability*, vol. 14, no. 20, p. 13248, 2022.
14. J. Yang and A. F. Battocchio, "Effects of transparent brand communication on perceived brand authenticity and consumer responses," *J. Prod. Brand Manag.*, vol. 30, no. 8, pp. 1176–1193, 2021.
15. M. Chen, Q. Guan, and J. Zhuang, "Patient-centered lean healthcare management from a humanistic perspective," *BMC Health Serv. Res.*, vol. 24, no. 1, pp. 1–15, 2024.
16. M. Witte, "Behind the screens: The interplay of influencer types and controlling entities on perceived trust, consumer attitudes, and parasocial relationships," Master's thesis, *University of Twente*, Enschede, Netherlands, 2024.
17. N. Alam and J. So, "Contributions of emotional flow in narrative persuasion: An empirical test of the emotional flow framework," *Commun. Quart.*, vol. 68, no. 2, pp. 161–182, 2020.
18. N. H. Brinson, M. S. Eastin, and L. F. Bright, "Advertising in a quantified world: A proposed model of consumer trust, attitude toward personalized advertising and outcome expectancies," *J. Curr. Issues Res. Advert.*, vol. 40, no. 1, pp. 54–72, 2019.
19. N. J. Evans, B. W. Wojdyski, and M. Grubbs Hoy, "How sponsorship transparency mitigates negative effects of advertising recognition," *Int. J. Advert.*, vol. 38, no. 3, pp. 364–382, 2019.

20. P. Esmailzadeh, "The impacts of the perceived transparency of privacy policies and trust in providers for building trust in health information exchange: Empirical study," *JMIR Med. Inform.*, vol. 7, no. 4, p. e14050, 2019.
21. P. S. Kapoor, M. S. Balaji, and Y. Jiang, "Effectiveness of sustainability communication on social media: Role of message appeal and message source," *Int. J. Contemp. Hosp. Manag.*, vol. 33, no. 3, pp. 949–972, 2021.
22. R. Huang, M. Kim, and S. Lennon, "Trust as a second-order construct: Investigating the relationship between consumers and virtual agents," *Telematics Inform.*, vol. 70, no. 5, p. 101811, 2022.
23. R. Tripathi and A. Kumar, "Humanistic leadership in the Tata group: the synergy in personal values, organisational strategy and national cultural ethos," *Cross Cult. Strateg. Manag.*, vol. 27, no. 4, pp. 607–626, 2020.
24. R. Wang, R. Bush-Evans, E. Arden-Close, E. Bolat, J. McAlaney, S. Hodge, S. Thomas and K. Phalp, "Transparency in persuasive technology, immersive technology, and online marketing: Facilitating users' informed decision making and practical implications," *Comput. Hum. Behav.*, vol. 139, no. 2, pp. 107545, 2023.
25. S. Hur, J. E. Lee, and L. Stoel, "Fair trade advertising: Influences of information type and emotional appeal congruency," *J. Mark. Commun.*, vol. 26, no. 2, pp. 186–206, 2020.
26. S. Quach, F. Septianto, P. Thaichon, and T. M. Chiew, "Mixed emotional appeal enhances positive word-of-mouth: The moderating role of narrative person," *J. Retail. Consum. Serv.*, vol. 62, no. 9, p. 102618, 2021.
27. T. Hopp and J. Fisher, "A psychological model of transparent communication effectiveness," *Corp. Commun.: An Int. J.*, vol. 26, no. 2, pp. 403–419, 2021.
28. T. Kim, K. Barasz, and L. K. John, "Why am I seeing this ad? The effect of ad transparency on ad effectiveness," *J. Consum. Res.*, vol. 45, no. 5, pp. 906–932, 2019.
29. T. Kraft, L. Valdés, and Y. Zheng, "Consumer trust in social responsibility communications: The role of supply chain visibility," *Prod. Oper. Manag.*, vol. 31, no. 11, pp. 4113–4130, 2022.