

Mermaids as Symbols of Desire and Illusion

An experimental research proposal exploring how fantasy-based imagery may shape emotion, brand attitude and purchase intention.

ROLE Independent researcher and project author

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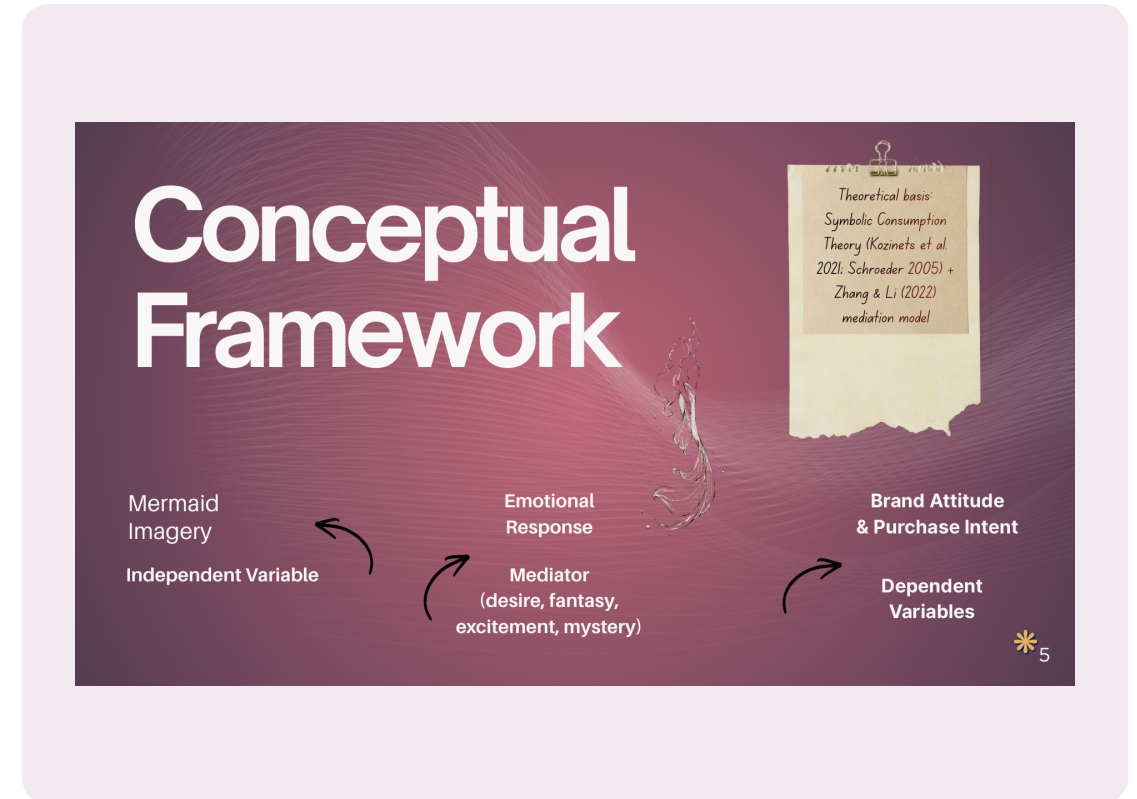
From cultural symbol to testable model

RESEARCH QUESTION

How does mermaid imagery in advertising influence consumer emotion, brand perception and decision-making?

PROPOSED MECHANISM

Mermaid imagery activates feelings of fantasy, desire, excitement and mystery; those emotions may then influence brand attitude and purchase intention.



A mixed-methods plan built for evidence



WHAT THE PROJECT DEMONSTRATES

- Translated an abstract branding topic into independent, mediator and dependent variables.
- Designed a between-subjects experiment with experimental and control advertising conditions.
- Built 7-point Likert measures for emotional response, brand attitude and purchase intention.
- Planned t-tests, mediation analysis and qualitative interviews to explain the underlying meanings.

Academic research proposal. Findings are expected outcomes, not collected results.