

Marketing Through Mystery: A Study on Impact of Curiosity Driven Campaigns in Capturing Customer Attention

Siva Priya R K, P. Shanmugha Priya
Kumaraguru School of Business, Coimbatore, Tamil Nadu, India.
sivapriya.24mba@ksbedu.in, shanmughapriya.p@ksbedu.in

ABSTRACT

In the highly competitive digital environment, attracting consumer attention has become a major challenge for marketers. This study examines the impact of curiosity-driven marketing, particularly teaser advertisements with limited product disclosure, on consumer engagement and purchase intention. Using a descriptive research design, primary data was collected through structured questionnaires from 120 respondents. Statistical tools were applied to analyze relationships between content type, platform usage, and demographic variables. The findings indicate that mystery-based campaigns enhance attention, emotional involvement, and brand interest.

Keywords: *Curiosity-driven marketing, teaser advertisements, consumer engagement, purchase intention, digital marketing, consumer behaviour.*

I. INTRODUCTION

In today's world of information overload, the challenge of grabbing the attention of customers has become one of the greatest tasks for marketers. Customers are bombarded with advertisements every day, resulting in ad fatigue and a lack of engagement. To combat this, marketers have been turning to curiosity-driven marketing campaigns, in which information is deliberately kept to a minimum to build curiosity and anticipation. Marketing by mystery emphasizes building curiosity rather than highlighting product attributes.

II. REVIEW OF LITERATURE

Revathy, Thamem & Balaji (2023) "Influence of Teaser Advertisements on Customer Purchase Decisions in Chennai" - This study found that curiosity and enthusiasm significantly enhance the effectiveness of teaser advertisements and increase purchase intention. Social media emerged as the most influential platform for teaser campaigns. The research concluded that teaser ads drive impulse buying through creativity and uniqueness.

Aboud, Gamal El Deen & Abdel Aziz (2022) "Application of Information Gap Theory in Teaser Advertising" - The study demonstrated that curiosity is highest when a moderate information gap exists between what consumers know and want to know. Too much or too little information reduced engagement. Well-designed teaser ads were found to positively influence attention and consumer behavior.

Wong & Kumar (2020) "Teaser Advertisements and Word-of-Mouth Marketing" - This research showed that teaser advertisements trigger curiosity-led conversations and content sharing. Such word-of-mouth acts as free promotion and expands campaign reach beyond paid media. The study emphasized balancing mystery and clarity to sustain engagement.

Lee & Chen (2020) "Teaser-Based Mobile Advertising and Consumer Engagement" - The study revealed that mobile teaser advertisements generate higher click-through rates and brand recall than full-disclosure ads. Limited information combined with visually appealing designs increased

curiosity. Teaser ads were found to be effective for high-novelty and emotionally appealing products.

III. OBJECTIVES

Primary Objective

To examine the impact of curiosity-driven teaser advertisements on consumer engagement and purchase intention.

Secondary Objective

1. To examine the relationship between content type and emotional appeal.
2. To analyze the relationship between teaser platforms and level of product disclosure.
3. To study the impact of demographic variables (age and gender) on content format preference.

IV. SCOPE OF THE STUDY

The study centers on curiosity-based marketing through teaser advertising. This is alongside the exploration of the impact of teaser advertising on consumers, including consumer interest, engagement, and intention to purchase. The study is restricted to digital marketing platforms. The analysis spans content, emotions, and level of product disclosure. The implications can be applied to modern-day marketing strategies.

V. LIMITATIONS OF THE STUDY

- The study is limited to a small and specific sample, which may not represent the entire population.
- Responses are based on self-reported opinions, which may be influenced by personal bias or perception.
- The research considers only teaser advertisements and excludes other forms of marketing communication.

VI. THEORITICAL BACKGROUND

Conceptual Model

The Conceptual Model used for the Study

Independent Variable Dependent Variable

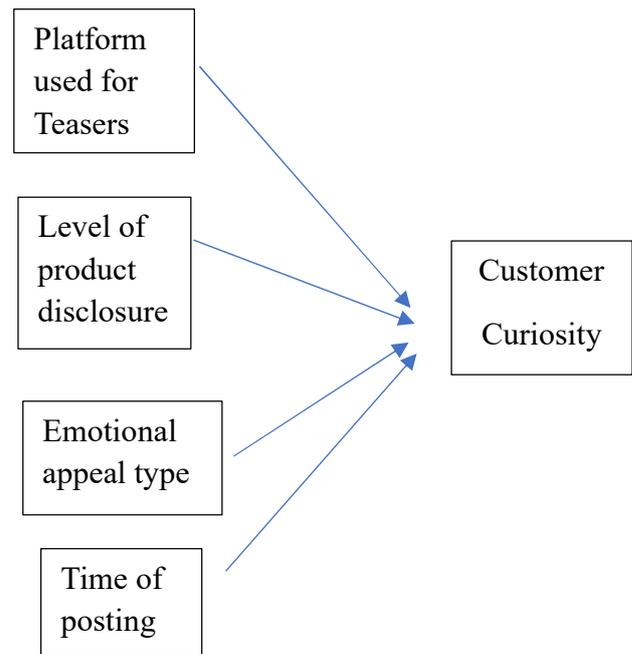


Figure: 1

Time of Posting

The time of posting is a crucial factor in the efficiency of teaser ads. The audience on different social media sites has varied levels of interaction due to their daily schedule and free time. Generally, evenings and weekends are the best times when activity happens to be more because users, at these times, are most at ease and have plenty of free time to go through the content. Scheduling teasers at such times enhances the ability of the viewership and the extent of interaction to a high degree.

Emotional Appeal Type

Emotional appeal is also a vital factor in curiosity-driven marketing campaigns. It is possible for teaser advertisements used in such campaigns to build better connections if they have an emotional trigger such as curiosity, empathy, and empowerment. Discussions about real-life experiences have been subtly used in such campaigns, encouraging audiences to associate personally with these experiences.

Level of Product Disclosure

The amount of information released about a product is a significant criterion that affects the

success of a campaign that relies on mystery. Advertisements used as teasers must contain minimum information released so that suspense is maintained among potential customers. Some form of hints, such as taglines, symbols, or phrases, may be released for the promotion of interest among potential consumers.

Platform Used for Teasers

The media platform is also a factor that plays an important role in the outcome, especially the reach of the campaign. It has been observed that the use of visual media, like social media short video sites, is helpful in generating more attention. Likewise, professional network sites can be of use to propagate the idea behind the campaign.

VII. RESERARCH DESIGN

The research design adopted in the study employed a descriptive design in exploring the influence of curiosity-driven teaser advertising on consumer engagement and purchase intention. The design employed in the study ensures that there is an in-depth understanding of consumer preferences, emotional appeal, and attention level in response to product information.

VIII. DATA ANALYSIS

Demographic Variables:

Table: 1 The table shows the demographic variable used for the study

Variables	Category	Frequency	Percentage (%)
Age	15 to 20	15	12.5
	21 to 25	77	64.2
	26 to 30	28	23.3
	Total	120	100
Gender	Male	44	36.7
	Female	76	63.3
	Total	120	100
Profession	School	3	2.5
	College	54	45
	Working	62	51.7
	Prefer not to say	1	0.8
	Total	120	100
	Yes	78	65

Social Media Marketing Awareness among the Respondents	No	30	25
	Maybe	12	10
	Total	120	100
Content Engagement Types of the Respondents	Short Videos/ Reels	41	34.2
	Image Posts	16	12.2
	Stories	14	11.7
	Memes	24	20
	Text posts with quotes or questions	25	20.8
	Total	120	100

INTERPRETATION:

Age Distribution:

- The majority of respondents (64.2%) belong to the 21–25 age group.
- Respondents aged 26–30 constitute a moderate share (23.3%), showing secondary engagement potential.
- The 15–20 age group has the lowest participation, suggesting comparatively lower involvement.

Gender of the Respondents:

- Female respondents (63.3%) outnumber male respondents (36.7%).
- This shows higher engagement and interest among female users toward teaser-based promotional content.
- Male participation is present but comparatively lower.
- The results suggest curiosity-driven marketing appeals more strongly to female audiences.

Profession:

- Working individuals form the largest group (51.7%), followed by college students (45%).
- School students represent only a very small portion (2.5%).
- This indicates that economically active and college-level users are the primary digital audience.

- Higher exposure to social media among working and college groups increases campaign reach.

Social Media Marketing Awareness:

- A majority of respondents (65%) are aware of social media marketing.
- A smaller group (25%) is unaware, while 10% are uncertain.

Content Engagement Types:

- Short videos or reels received the highest engagement (34.2%).
- Memes (20%) and text posts with quotes or questions (20.8%) also attract considerable attention.
- Image posts (12.2%) and stories (11.7%) show comparatively lower engagement.

Correlation between Platform used for Teasers and Level of Product Disclosure

Table: 2 Correlation between Platform used for Teasers and Level of Product Disclosure

Correlations		Platform used for teasers	Level of product disclosure
Platform used for teasers	Pearson Correlation	1	.709
	Sig. (2-tailed)		.000
	N	120	120
Level of product disclosure	Pearson Correlation	.709	1
	Sig. (2-tailed)	.000	
	N	120	120

Interpretation:

The correlational analysis provides evidence of a positive relationship between the platform used for teasers and disclosure about the product. The result is statistically significant; hence, we reject the null hypothesis and accept the alternative hypothesis. This shows that the choice of platform significantly affects how much product information is disclosed in teaser campaigns.

IX. MANAGERIAL IMPLICATIONS

- The marketers must utilize teaser-based marketing campaigns that will help them gain attention, and such things spark more curiosity.
- The more short-form and visually engaging content, for which audiences tend to interact in a more active manner.
- Social media should be used as major promotional vehicles since consumers are highly aware and actively use them.
- Emotional appeal like curiosity, relatability, and anticipation must be added to enhance the connection between consumers and the brand.
- Color or tone of the post (evenings, weekends, or specific days aware of specific issues) also has to be strategically planned.
- Minimal product information disclosure must be maintained initially, followed by the release of product information to maintain users' interest and generate further actions.

X. CONCLUSIONS

The study concludes that curiosity-driven marketing, particularly teaser advertisements with limited product disclosure, effectively captures consumer attention and increases engagement. Audiences show higher interest in visually appealing, short-form digital content shared through social media platforms. Emotional appeal and strategic timing further enhance audience involvement and brand recall. The findings also confirm that the choice of platform influences the level of information revealed in teaser campaigns. Overall, mystery-based promotional strategies positively influence consumer behaviour and purchase intention, making them a valuable tool in modern digital marketing.

REFERENCES

[1] Abboud, N., Gamal El Deen, R., & Abdel Aziz, R. (2022). *The effect of creating curiosity theory (information gap) in teaser advertising campaigns on recipient behavior*. Journal of Marketing Research.

[2] Baker, M. (2015). *Teaser advertising techniques: The psychology of anticipation and curiosity*. International Journal of Advertising Studies, 34(2), 145–162.

- [3] D'Souza, D. (2016). *The adaptability of teaser advertising across industries: A cross-sector analysis*. Marketing Insights Journal, 12(3), 56–64.
- [4] Gonzalez, R. (2017). *Consumer reactions to unfinished teasers: Suspense, anticipation, and audience engagement*. Entertainment Marketing Review, 29(4), 201–218.
- [5] Hill, S. R., Fombelle, P. W., & Sirianni, N. J. (2015). *Shopping under the influence of curiosity: How retailers use mystery to drive purchase motivation*. Journal of Consumer Psychology, 25(4), 673–691.
- [6] Lee, K., & Chen, H. (2020). *The power of curiosity: The effects of mobile teaser ads on consumer engagement and purchase intentions*. Journal of Interactive Advertising, 20(1), 23–37.
- [7] Revathy, R., Thamem, A., & Balaji, R. (2023). *Role of teaser advertisements in customer purchase decisions: An empirical investigation in Chennai*. Indian Journal of Marketing, 53(1), 47–58.
- [8] Sharma, V., & Iyer, P. (2018). *Indian teaser advertising: Print and TV strategies with cultural adaptations*. Asian Journal of Media and Communication, 9(2), 88–103.
- [9] Trehan, M., & Maan, A. S. (2012). *Teaser campaigns in India: Evolution, effectiveness, and consumer responses*. Journal of Business and Retail Management Research, 6(2), 34–49.
- [10] Wong, A., & Kumar, V. (2020). *Buzz through curiosity: How teaser ads stimulate word-of-mouth marketing*. Journal of Marketing Communications, 26(3), 255–270.