Consumer Responses to Advertising:
The effects of Ad Content, Emotions, and Attitude toward the Ad on Viewing Time

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- Consumers' responses to advertising
- This study
    - Test a hierarchical model of advertising effects on viewing time (zipping & zapping)
    - Demonstrate a chain of effects from the content of TV ads, through emotional reactions and attitude toward the ad, to actual viewing behaviors
    - Examine the advertising-related antecedents of viewing time

HIERARCHICAL MODEL OF ADVERTISING EFFECTS
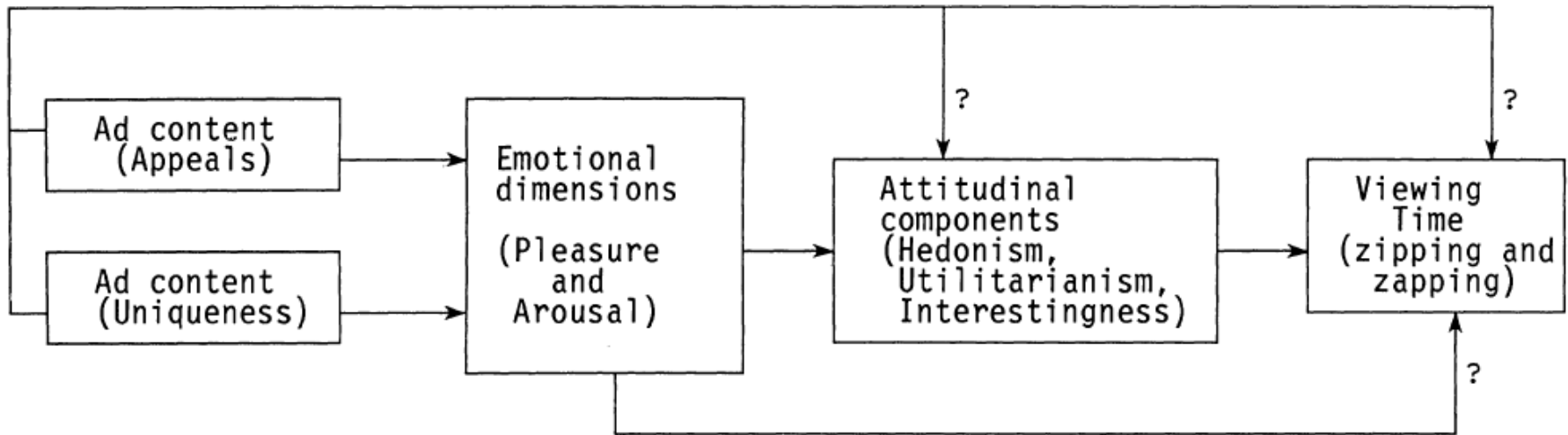
- **Viewing Time**
  - Zipping : 급속화면이동, 광고가 나오면 fast-forward하여 회피하는 행위
  - Zapping : 급속채널이동, 광고가 나오면 채널을 돌리거나 음향을 작게 함으로써 회피하는 행위
- **Attitude toward the Ad.**
  - 최근 연구들은 4-item index 사용
    - Good-bad, like-dislike, irritating-not irritating, uninteresting-interesting
  - 본 논문에서는 3가지 attitudinal components 사용
    - Hedonism : evaluation along the entertainment dimension
    - Utilitarianism : evaluation of usefulness
    - Interestingness : evaluation of curiosity
- **Emotional Dimensions**
  - Pleasure and Arousal(광고에 대한 개인의 반응)은 "Ad. Content"와 "Attitude toward Ad." 사이에서 일어난다.
- **Ad. Content**
  - Appeals : 이전에 많이 연구됨
  - Uniqueness : "The extent to which a commercial differs from other Ad."

- **Unit of Analysis**
  - Ad. itself

- **Sample**
  - 150 (30-second commercial) ads from prime-time television in a northeastern city on random nights for a week.
  - Leaving 146 ads in the final sample : 3개의 테이프(146개의 순서를 다르게 해서 만듬)에 녹화

- **Viewer**
  - Homogeneity 가정
  - A pool of business students with no more exposure to academic marketing than a first course at the MBA level

ASSESSMENT ITEMS

Ad content
  Ad appeals (rated from weak to strong over a seven-position range)

Convenience	Efficiency and performance
Artistic merit	Competence enhancement
Health and well-being	Virtue
Beauty	Solution to a problem
Fear	Company image, reputation
Superior design	Craftsmanship
Duty	Safety
Comfort	Sensory character (taste, smell)
Rational appeal	Appetite appeal (hunger, desire)
Product features	Attributes, ingredients, components
Guarantees	Aesthetics
Price or value	Quality
Spirituality	Factual information
Sex appeal	
Status	
Enjoyment	
Status	
Emotional appeal	
Slice of life	
Loyalty of existing customers	
Evaluation appeal	
Self-esteem	

Uniqueness (bipolar adjectives rated over a seven-position range)
  Peculiar–ordinary
  Just like any other ad–different from any other ad
  Average–special
  Weird–normal
  Nothing special–outstanding

ASSESSMENT ITEMS

Emotional dimensions of response
Pleasure
→ Happy–unhappy
Pleased–annoyed
Satisfied–unsatisfied
Contented–melancholic
Hopeful–despairing
Relaxed–bored
Arousal
Stimulated–relaxed
Excited–calm
Frenzied–sluggish
Jittery–dull
Wide awake–sleepy
Aroused–unaroused

Attitudinal components
Hedonism
Unpleasant–pleasant
Fun to watch–not fun to watch
→ Not entertaining–entertaining
Enjoyable–not enjoyable
Utilitarianism
Important–not important
Informative–uninformative
Helpful–not helpful
Useful–not useful
Interestingness
Makes me curious–does not make me curious
Not boring–boring
Interesting–not interesting
Keeps my attention–does not keep my attention

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- Viewing Time
  - 각 개인은 75분 동안 146개의 광고를 봄
  - 50 viewers saw the ads in zipping condition (테이프 1개)
  - 52 viewers saw the ads in zapping condition (테이프 2개-switch 위해)
- Commercial Appeals
  - "weakly" to "strongly" on its use of each appeal
  - Factor analysis 통해서 Facts와 Feelings로 나눔.
    - Facts : efficiency, convenience, rational, factual appeals 등
    - Feelings : aesthetic, artistic, emotional, beauty appeals 등
- Uniqueness
  - Uniqueness (stimulus)와 Uniqueness Squared (inverted U shape relationship 때문)로 나눔.
- Viewing Time
  - Zipping & zapping measures에서 high degree of intercorrelation이 있으므로 표준화 계수로 합침.

HIERARCHICAL MODEL OF ADVERTISING EFFECTS
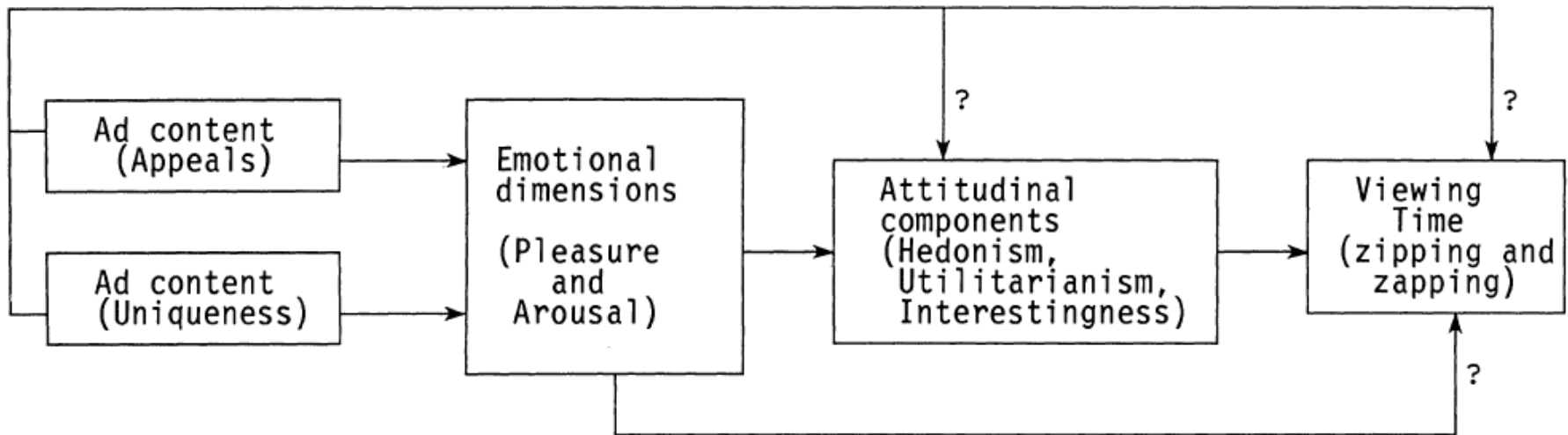
- **OLS regressions (via multiple regression)**
  - (1) Ad content explains viewing time
  - (2) Emotions and attitudinal components together explain viewing time
  - (3) Ad content explains emotions
  - (4) Ad content and emotions together explain attitudinal components
  - (5) The effect of ad content on viewing time declines of disappears when the effects of emotions and attitudinal components are statistically controlled for in explaining viewing time

HIERARCHICAL REGRESSION ANALYSIS OF CONTRIBUTIONS TO VIEWING TIME
(STANDARDIZED BETA WEIGHTS, R^2s, AND HIERARCHICAL F TESTS)

Independent variables	Viewing time (dependent variable)				
	1	2	3	4	5
Ad content:					
Facts	−.11*				−.14*
Feelings	.34****				.22***
Uniqueness	.67****				.24**
Uniqueness Squared	−.24****				−.15**
Emotions:					
Pleasure		.35****		.12+	.06 (NS)
Arousal		.55****		.19**	.19**
Attitudinal components:					
Hedonism			.41****	.32****	.16**
Utilitarianism			−.14**	−.15**	−.00 (NS)
Interestingness			.64****	.50****	.37****
R^2	.54****	.43****	.60****	.63****	.67****
Hierarchical F tests:[a]					
Ad content	41.59****				4.97***
Emotions		53.01****		4.67**	4.29*
Attitude components			71.02****	24.81****	6.79***
Emotions and attitude components					10.95****

[a] F is the test statistic indicating the significance of the incremental change in R^2 that results from adding the designated set of variables to the equation.
+ $p < .10$.
* $p < .05$.
** $p < .01$.
*** $p < .001$.
**** $p < .0001$.

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EMOTIONS AND ATTITUDINAL COMPONENTS AS FUNCTIONS OF AD CONTENT AND EMOTIONS

Independent variables	Emotions		Attitudinal components as a function of ad content			Attitudinal components as a function of emotions			Attitudinal components as a function of ad content and emotions		
	Pleasure	Arousal	Hedonism	Utilitariansim	Interestingness	Hedonism	Utilitarianism	Interestingness	Hedonism	Utilitarianism	Interestingness
Ad content:											
Facts	.08 (NS)	−.01 (NS)	−.21**	.42****	.15*				−.25****	.40****	.15**
Feelings	.22**	.05 (NS)	.28****	−.27****	.13*				.17**	−.34****	.12*
Uniqueness	.39****	.49****	.43****	−.19**	.66****				.26***	−.37****	.48****
Uniqueness-squared	−.43****	−.03 (NS)	−.36****	−.31****	−.01 (NS)				−.14*	−.17**	−.02 (NS)
Emotion:											
Pleasure						.63****	.22**	.12$^+$	.50****	.31****	−.05 (NS)
Arousal						.07 (NS)	−.10 (NS)	.63****	−.05 (NS)	.12$^+$	.40****
R^2	.29****	.23****	.34****	.42****	.47****	.40****	.06**	.41****	.53****	.49****	.60****
Hierarchical F tests:[a]											
Ad Content	14.37****	10.69****	18.52****	25.83****	31.06****				9.44****	29.56****	15.78****
Emotions						48.36****	4.55**	50.54****	27.64****	9.45****	22.20****

[a] F is the test statistic indicating the significance of the incremental change in R^2 that results from adding the designated set of variables to the equation.
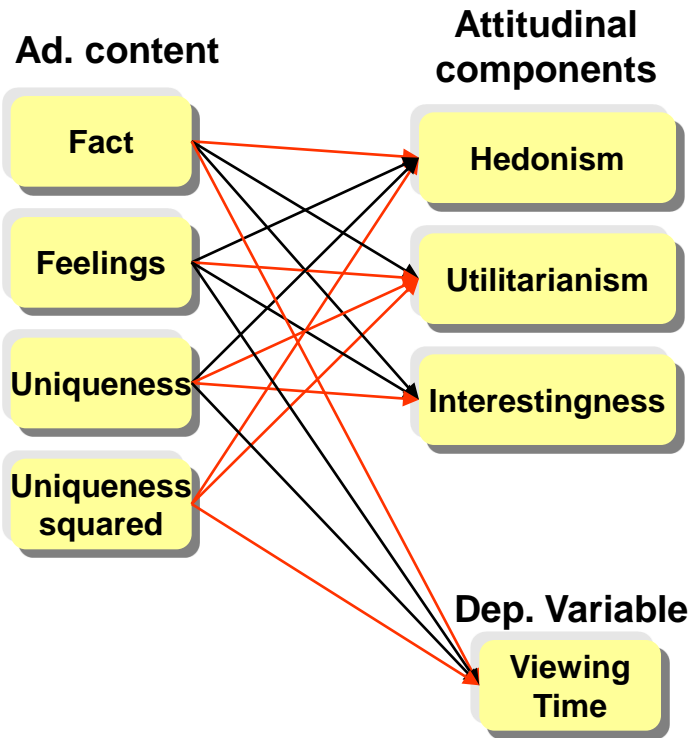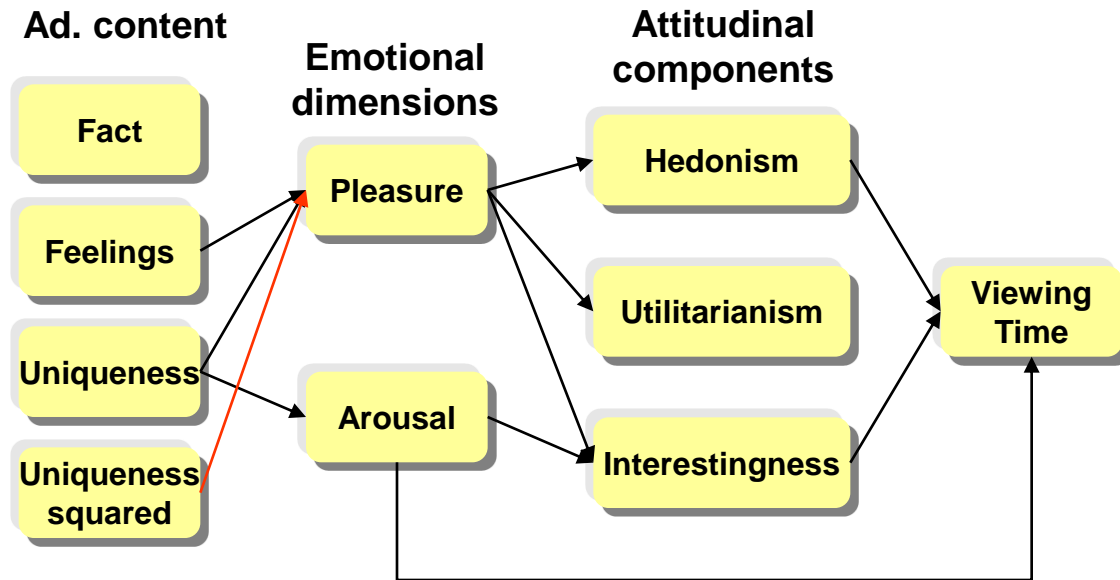$^+ p < .10.$
$^* p < .05.$
$^{**} p < .01.$
$^{***} p < .001.$
$^{****} p < .0001.$

- Ad. Content explain Viewing Time and these effects are partially mediated by the emotional dimensions and the components of attitude toward the ad. Via tow primary routes to viewing time.
  - Feelings and Uniqueness/Uniqueness Squared → Pleasure → Hedonism → Viewing Time
  - Uniqueness → Arousal → Interestingness → Viewing Time
- Facts와 Feelings의 효과는 서로 반대로 일어남.

- 시사점
  - Content analysis : content와 viewer와의 interaction을 분석에 반영함.
  - Ad. Content가 Attitudinal components에 부정적인 영향을 미친다고 하여도, 개인의 Emotional responses to ad. Content가 긍정적이면 최종 Viewing Time에 긍정적인 영향을 미침.
  - 이러한 Content analysis를 brand choice, product usage 등에 응용될 수 있음.

- Different judges, or different measurement techniques could have resulted in findings either more or less strong than those represented by present data.

- Different schemes might have produced different results.

- Zipping and zapping would compare to those based on viewing commercials naturalistically.