

The Relationship Between Ad Attitude and Brand Interest

An Honors Thesis (HONRS 499)

by

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A large, stylized handwritten signature in black ink, which appears to be the signature of Dr. Joseph D. Brown, written over the printed name and title.

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The Relationship Between Ad Attitude and Brand Interest

Abstract

Much research has studied the relationship between ad attitude and brand attitude. Recent studies have included another variable -- brand interest, although very few conclusions have been drawn. This study shows that ad attitude drives brand interest (not brand attitude as has previously been hypothesized) and that there are several constructs of brand interest, all of which fall into the category of cognitive response.

Introduction

Much time and effort has been put into studying just how ad attitude affects brand attitude. Keeping with that major premise, various twists have been added, such as studying ad attitude and brand attitude for products with varying familiarity. While some research has been done involving the relationship between ad attitude, brand attitude, and BRAND INTEREST, it has been scanty and results have not been conclusive.

It is in this area of brand interest that further research needs to be done, as this area can be of much use to advertisers. If an advertiser knows whether ad attitude drives brand interest and, if this is the case, then knows the constructs of brand interest, then he or she can more efficiently stimulate brand interest in the consumer.

Upon completing our research, we expect to be able to (1) determine whether ad attitude does, in fact, drive brand interest, and (2) determine the constructs of brand interest.

For this study, we chose our ads using the following matrix:

	TYPE OF AD	
(high)	<hr/>	
INVOLVEMENT	FORD, Corp Image	FORD, Cougar
	<hr/>	
(low)	TEXACO, Corp Image	TEXACO, octane
	(image)	(awareness)

Our purpose for using this matrix is to determine the relationship between A and brand interest for different types of ads (image or benefit) and for differing purchase involvements (high or low).

Literature Review

As mentioned earlier, much research has been done involving ad attitude and its effects on brand attitude. Studies which have specifically addressed this issue arrive at basically the same conclusions. Evidence indicates that brand attitudes "may be affected by consumer's attitudes toward the advertisements themselves (Gardner, 1985). A study by Dr. Larry Gresham and Dr. Terence Himp also supports this philosophy stating, "results show that affect generated by TV commercials influence attitude toward the advertised brand" (1985).

Many other variables have been added to the ad attitude and brand attitude construct. For example, "recent evidence indicates brand attitudes may be affected by consumers' attitudes toward the advertisements" (Gardner, 1985). In her study regarding ad attitude affecting brand attitude under a brand evaluation set, Meryl Paula Gardner (1985) hypothesized that ads could be evaluated by a brand set or by a non-brand set (i.e. evaluating the ad "just for its own sake"). She concluded that A and brand attitude are positively related toward the advertised brand under both brand and non-brand set conditions.

Another research study put ad attitude and brand attitude in a classical conditioning perspective (Gresham, 1985). Gresham proposed that "an advertised brand may elicit, after repeated

pairing with an affectively-valenced advertisement, the same affective response as the ad itself." The results, however, failed to prove his classical conditioning theory.

Music's affect on brand attitude formation (Park, 1986) has been studied as well, along with the importance of brand familiarity (Kim, 1988) and ad repetition (Machleit, 1988).

Very little work has been done, however, in the area of ad attitude affecting brand attitude and brand interest. Machleit and Kent (1988) determined in their study that ad attitude does very little or nothing to drive brand attitude when dealing with familiar brands. They mention brand interest briefly, but they hardly scratch the surface, using only one question devoted to brand interest and never identifying the constructs of brand interest.

Smith and Swinyard (1988) probe much deeper into the subject of identifying the constructs of brand interest. They identify these constructs as being lower level beliefs, or cognitive responses toward an ad. They identified these cognitive responses as being awareness, interest, expectations, and curiosity/uncertainty. We will attempt to show a positive relationship between these lower level beliefs and attitude toward the ad. In order to clarify "lower level beliefs", we used the following flow chart:

"Hierarchy-of-Effects Model"

Cognitive Stage	Awareness
	Knowledge
Affective Stage	Liking
	Preference
	Conviction
Behavior Stage	Purchase

Lower level beliefs are all those which fall into the cognitive zone. As used by Smith & Swinyard (1988) and as mentioned earlier, we will concentrate on the cognitive responses of interest, awareness, expectations, and curiosity/uncertainty and we will attempt to determine these are the constructs of brand interest. We will also explain how these cognitive responses affect brand attitude, ad attitude, and purchase intentions in cases of varying product involvement and varying ad types.

Hypotheses

Based on previous research findings in the area of ad attitude and brand interest, we began by developing the following hypotheses:

Hypothesis 1

Ad attitude does very little or nothing to drive brand attitude, instead driving brand interest.

Hypothesis 2

In high involvement, benefit ads (upper right of matrix), ad attitude does less to drive brand interest. This is because in high involvement purchase products, consumers are more rational. They are, therefore, not as affected by the ad itself.

Hypothesis 3

In low involvement, image ads (lower left of matrix) there is a more significant relationship between ad attitude and brand interest because low involvement purchases are driven more by cognitive response.

Hypothesis 4

The constructs of brand interest are those falling into the cognitive portion of the scale in the "Hierarchy of Effects Model."

Experiment

Our method consisted of showing 150 Ball State University undergraduates four separate ads:

1. Ford Corporation -- high involvement, image
2. Ford Mercury Cougar -- high involvement, benefit
3. Texaco Corporation -- low involvement, image
4. Texaco High Octane Gasoline -- low involvement, benefit

After seeing the ad twice, the subjects were asked to rate the ads (using the attached questionnaire) in the areas of familiarity, ad attitude, brand attitude, brand interest, and purchase intentions.

Factor Analysis

Two separate factor analyses were completed. The first was to determine that the stated items loaded on the dimensions under study. Table 1 presents the results. Note the two separate loadings from brand interest items. "Expectancy" is a separate loading from the other items.

Table 1 - Factor Analysis
150 Ball State University Undergraduate Students
April, 1991

	F1	F2	F3	F4
<u>Ford A</u>				
3	.794			
4	.787			
5	.645			
6	.743			
7	.704			
8	.631			
10		.877		
11		.842		
12		.899		
14			.795	
15			.729	
16			.749	
17			.502	
18			.556	
19			.612	
20			.670	
21			.772	
<u>Ford B</u>				
3	.834			
4	.803			
5	.727			
6	.738			
7	.798			
8	.837			
10		.911		
11		.891		
12		.892		
14			.833	
15			.852	
16			.841	
17			.786	

18			.713
19		.626	
20		.694	
21		.851	
<u>Texaco A</u>			
3	.894		
4	.914		
5	.913		
6	.878		
7	.843		
8	.873		
10		.873	
11		.834	
12		.920	
14			.858
15			.851
16			.866
17			.812
18			.758
19			.792
20			.768
21			.894
<u>Texaco B</u>			
3	.899		
4	.927		
5	.891		
6	.875		
7	.745		
8	.869		
10		.941	
11		.908	
12		.938	
14			.893
15			.866
16			.917
17			.790
18			.772
19			.806
20			.824
21			.876

Due to the above separate loading for brand interest plus the concern that the brand interest measures may load with ad attitude measures, a separate factor analysis was completed with all measured items (see Table 2).

Table 2 - Factor Analysis for All Measured Items
150 Ball State University Undergraduate Students
April, 1991

<u>Ford A</u>	F1	F2	F3	F4
3	.852			
4	.822			
5	.726			
6	.783			
7	.790			
8	.747			
10		.668		
11		.592		
12		.687		
14			.877	
15			.768	
16			.808	
17			.654	
19			.740	
20			.752	
21			.864	

Ford B

3	.822			
4	.815			
5	.717			
6	.600			
7	.717			
8	.748			
10		.895		
11		.863		
12		.863		
14			.701	
15			.719	
16			.657	
17				.595
18				.759
19				.719
20				.664
21			.700	

Texaco A

3	.820			
4	.775			
5	.885			
6	.767			
7	.684			
8	.829			
10		.829		
11		.818		
12		.891		
14			.686	
15			.627	
16			.602	
17			.545	
18				.804
19				.807
20				.671
21				.644

Texaco B

3	.851		
4	.869		
5	.876		
6	.848		
7	.689		
8	.830		
10		.779	
11		.794	
12		.814	
14			.891
15			.864
16			.909
17			.749
18			.733
19			.786
20			.794
21			.877

Reliability and Validity
 Reliability and Validity Analysis (All 4 Ads)
 150 Ball State University Undergraduate Students
 April, 1991

Items	Subject	Alpha	Item-to-Total	Scale Mean
Ford A				
3	Ad Attitude		.853	
4			.834	
5			.719	
6			.798	
7			.784	
8			.730	
9	Brand Attitude	.94	.822	.793
10			.782	
11			.649	
12			.803	
13	Brand Interest	.88	.763	.740
14			.833	
15			.784	
16			.799	
17			.616	
18			.473	
19			.721	
20			.760	
21		.91	.834	.728
Ford B				
3	Ad Attitude		.740	
4			.697	
5			.629	
6			.640	
7			.705	
8			.778	
9	Brand Attitude	.90	.788	.711
10			.845	
11			.777	
12			.780	
13	Brand Interest	.92	.860	.816
14			.731	
15			.755	
16			.754	
17			.698	
18			.460	
19			.564	
20			.614	
21		.88	.765	.738

Texaco A

3	Ad Attitude		.843	
4			.869	
5			.872	
6			.833	
7			.792	
8			.821	
9		.95	.883	.845
10	Brand Attitude		.768	
11			.667	
12			.860	
13		.91	.880	.794
14	Brand Interest		.800	
15			.793	
16			.813	
17			.745	
18			.698	
19			.739	
20			.699	
21		.93	.855	.768

Texaco B

3	Ad Attitude		.844	
4			.880	
5			.855	
6			.837	
7			.642	
8			.818	
9		.94	.855	.819
10	Brand Attitude		.880	
11			.801	
12			.903	
13		.94	.893	.869
14	Brand Interest		.817	
15			.818	
16			.878	
17			.730	
18			.709	
19			.753	
20			.776	
21		.94	.833	.793

Frequencies

Brand and Ad Familiarity (All Four Ads)
 150 Ball State University Undergraduates
 April, 1991

<u>Familiarity</u> <u>Statement</u>	<u>Agreement</u>		<u>Total</u>
	<u>Yes</u>	<u>No</u>	
Ford A			
Familiar w/brand	99	1	100
Familiar w/ad	54	46	100
Ford B			
Familiar w/brand	98	2	100
Familiar w/ad	27	73	100
Texaco A			
Familiar w/brand	98	2	100
Familiar w/ad	13	87	100
Texaco B			
Familiar w/brand	97	3	100
Familiar w/ad	9	91	100

Ad Attitude - Ford A
150 Ball State University Undergraduates
April 1991

	1-2	3-4-5	6-7	Total	Mean	Ave. Mean
<u>Visual Effects</u>						
bad/good	3	42	55	100	5.51	
dislike/like	3	47	50	100	5.33	
boring/int.	4	44	52	100	5.30	5.38
<u>Quality</u>						
bad/good	4	38	58	100	5.46	
dislike/like	5	44	51	100	5.30	
boring/int	6	17	47	100	5.17	5.31
<u>Originality</u>						
bad/good	2	42	56	100	5.46	
dislike/like	3	46	51	100	5.32	
boring/int	5	50	44	100	5.15	5.31
<u>Dialogue</u>						
bad/good	3	41	56	100	5.43	
dislike/like	3	48	49	100	5.26	
boring/int	9	46	45	100	5.08	5.26
<u>Characters</u>						
bad/good	3	56	41	100	5.12	
dislike/like	2	57	41	100	5.10	
boring/int	3	58	39	100	5.02	5.08
<u>Music</u>						
bad/good	3	61	36	100	5.09	
dislike/like	3	57	40	100	5.06	
boring/int	5	61	34	100	4.81	4.99
<u>Global Measure</u>						
worst/best	6	62	32	100	4.84	4.84

*** a rating of 1 is the most negative response and a rating of 7 is the most positive response

Ad Attitude -- Ford B
150 Ball State University Undergraduates
April, 1991

	1-2	3-4-5	6-7	Total	Mean	Ave. Mean
<u>Originality</u>						
bad/good	1	13	86	100	6.21	
dislike/like	2	20	78	100	6.03	
boring/int	2	19	79	100	6.01	6.08
<u>Characters</u>						
bad/good	---	22	78	100	6.12	
dislike/like	---	24	76	100	6.09	
boring/int	---	24	76	100	6.01	6.07
<u>Visual Effects</u>						
bad/good	1	22	77	100	6.11	
dislike/like	1	23	76	100	6.07	
boring/int	1	24	75	100	5.99	6.06
<u>Quality</u>						
bad/good	1	21	77	100	5.89	
dislike/like	1	21	77	100	6.00	
boring/int	1	23	76	100	5.95	5.95
<u>Music</u>						
bad/good	1	24	75	100	6.01	
dislike/like	2	26	72	100	5.80	
boring/int	1	31	68	100	5.77	5.86
<u>Dialogue</u>						
bad/good	1	40	59	100	5.64	
dislike/like	1	45	54	100	5.54	
boring/int	1	43	56	100	5.56	5.58
<u>Global Measure</u>						
worst/best	2	41	57	100	5.44	5.44

*** a rating of 1 is the most negative response and a rating of 7 is the most positive response.

Ad Attitude - Texaco A
150 Ball State Undergraduate Students
April, 1991

	1-2	3-4-5	6-7	Total	Mean	Ave. Mean
<u>Visual Effects</u>						
bad/good	7	50	43	100	5.05	
dislike/like	7	54	39	100	4.91	
boring/int	8	55	37	100	4.84	4.93
<u>Music</u>						
bad/good	14	41	45	100	4.83	
dislike/like	16	44	40	100	4.66	
boring/int	8	55	4	100	4.84	4.78
<u>Quality</u>						
bad/good	4	40	36	100	4.91	
dislike/like	9	61	30	100	4.61	
boring/int	11	62	27	100	4.51	4.68
<u>Characters</u>						
bad/good	9	62	29	100	4.52	
dislike/like	10	66	24	100	4.47	
boring/int	14	64	22	100	4.34	4.44
<u>Originality</u>						
bad/good	11	61	28	100	4.49	
dislike/like	11	63	26	100	4.48	
boring/int	15	58	27	100	4.31	4.43
<u>Dialogue</u>						
bad/good	13	60	27	100	4.37	
dislike/like	13	62	25	100	4.39	
boring/int	14	63	24	100	4.27	4.34
<u>Global Measure</u>						
worst/best	13	62	25	100	4.34	4.34

*** a rating of 1 is the most negative and a rating of 7 is the most positive

Ad Attitude -- Texaco B
150 Ball State University Undergraduate Students
April, 1991

	1-2	3-4-5	6-7	Total	Mean	Ave. Mean
<u>Quality</u>						
bad/good	3	39	58	100	5.31	
dislike/like	4	40	56	100	5.40	
boring/int	4	37	59	100	5.49	5.40
<u>Originality</u>						
bad/good	5	34	61	100	5.42	
dislike/like	5	39	56	100	5.32	
boring/int	4	37	60	100	5.43	5.39
<u>Music</u>						
bad/good	4	38	58	100	5.33	
dislike/like	4	39	57	100	5.30	
boring/int	5	40	55	100	5.22	5.28
<u>Visual Effects</u>						
bad/good	3	46	50	100	5.32	
dislike/like	3	51	46	100	5.19	
boring/int	5	51	44	100	5.14	5.22
<u>Characters</u>						
bad/good	10	35	55	100	5.20	
dislike/like	10	38	52	100	5.19	
boring/int	6	43	51	100	5.25	5.21
<u>Global Measure</u>						
worst/best	7	47	46	100	5.22	5.22
<u>Dialogue</u>						
bad/good	11	43	56	100	4.90	
dislike/like	11	45	44	100	4.95	
boring/int	10	44	46	100	4.95	4.93

*** a 1 is the most negative rating and a 7 is the most positive rating.

Brand Attitude (All Four Ads)
150 Ball State Undergraduates Students
April, 1991

	1-2	3-4-5	6-7	Total	Mean	Ave. Mean
<u>Ford A</u>						
Quality						
poor/excellent	9	58	33	100	4.67	
unfav/fav	8	56	36	100	4.75	
bad/good	3	63	36	100	4.83	4.75
Global Measure						
poor/excellent	15	61	24	100	4.26	
unfav/fav	7	62	31	100	4.70	
bad/good	8	62	30	100	4.66	4.54
Cost-Benefit Ratio						
poor/excellent	8	74	18	100	4.29	
unfav/fav	5	77	18	100	4.45	
bad/good	5	80	15	100	4.46	4.40
Rating vs. Competition						
poor/excellent	13	69	18	100	4.20	
unfav/fav	9	67	24	100	4.47	
bad/good	7	72	21	100	4.48	4.38
<u>Ford B</u>						
Quality						
poor/excellent	7	59	34	100	4.64	
unfav/fav	4	62	34	100	4.96	
bad/good	4	60	36	100	4.96	4.85
Global Measure						
poor/excellent	12	64	24	100	4.35	
unfav/fav	6	60	34	100	4.79	
bad/good	6	61	33	100	4.86	4.67
Rating vs. Competition						
poor/excellent	8	71	21	100	4.35	
unfav/fav	5	65	30	100	4.68	
bad/good	5	67	28	100	4.69	4.57
Cost-Benefit Ratio						
poor/excellent	10	76	14	100	4.26	
unfav/fav	5	75	20	100	4.67	
bad/good	4	74	20	100	4.66	4.53

Texaco_A**Quality**

poor/excellent	7	62	31	100	4.63	
unfav/fav	4	61	35	100	4.82	
bad/good	5	65	30	100	4.82	4.76

Global Measure

poor/excellent	9	66	25	100	4.51	
unfav/fav	5	64	31	100	4.75	
bad/good	2	66	32	100	4.78	4.68

Rating vs. Competition

poor/excellent	9	70	21	100	4.35	
unfav/fav	6	66	28	100	4.69	
bad/good	5	68	27	100	4.72	4.59

Cost-Benefit Ratio

poor/excellent	5	76	19	100	4.36	
unfav/fav	3	76	21	100	4.60	
bad/good	3	75	22	100	4.57	4.51

Texaco_B**Quality**

poor/excellent	4	68	28	100	4.72	
unfav/fav	3	60	37	100	4.94	
bad/good	3	67	30	100	4.91	4.86

Global Measure

poor/excellent	9	62	29	100	4.66	
unfav/fav	5	64	31	100	4.88	
bad/good	6	61	33	100	4.84	4.79

Rating vs. Competition

poor/excellent	9	62	29	100	4.66	
unfav/fav	3	67	30	100	4.79	
bad/good	4	66	30	100	4.82	4.72

Cost-Benefit Ratio

poor/excellent	7	75	18	100	4.34	
unfav/fav	8	69	23	100	4.69	
bad/good	3	74	23	100	4.69	4.57

***a 1 is the most negative rating and a 7 is the most positive rating

Ad Attitude & Brand Attitude -- Average Ratings (All Four Ads)
150 Ball State Undergraduate Students
April, 1991

	Ford A	Ford B	Texaco A	Texaco B
Ad Attitude				
Originality	5.31	6.08	4.43	5.39
Characters	5.08	6.07	4.41	5.21
Visual Effects	5.38	6.06	4.93	5.22
Quality	5.31	5.95	4.68	5.40
Music	4.99	5.86	4.78	5.28
Dialogue	5.26	5.58	4.34	4.93
Global Measure	5.38	5.44	4.93	5.22
***Order based on Ford B				
Brand Attitude				
Quality	4.75	4.85	4.76	4.86
Global Measure	4.54	4.67	4.68	4.79
Rating vs. Competition	4.38	4.57	4.59	4.72
Cost-Benefit Ratio	4.40	4.53	4.51	4.57
***Order based on Ford B				

Brand Interest (All Four Ads)
150 Ball State University Undergraduate Students
April, 1991

	1-2	3-4-5	6-7	Total	Mean
<u>Ford A</u>					
bad/good	1	58	41	100	5.13
sad/cheerful	1	72	27	100	4.87
disappointed/pleased	2	64	34	100	4.97
upset/soothed	1	72	27	100	4.88
not expectant/expectant	3	75	22	100	4.53
indifferent/curious	13	56	31	100	4.50
ignorant/enlightened	3	73	24	100	4.80
bored/interested	9	58	33	100	4.84
interest increased-- no/yes	18	60	22	100	4.25
<u>Ford B</u>					
bad/good	---	37	64	100	5.75
sad/cheerful	---	32	68	100	5.90
disappointed/pleased	1	46	53	100	5.54
upset/soothed	1	68	31	100	5.05
not expectant/expectant	4	71	25	100	4.75
indifferent/curious	4	60	36	100	5.04
ignorant/enlightened	---	62	38	100	5.08
bored/interested	1	36	63	100	5.64
interest increased -- no/yes	4	60	36	100	5.01
<u>Texaco A</u>					
bad/good	2	66	32	100	4.77
sad/cheerful	1	71	27	100	4.73
disappointed/pleased	6	71	24	100	4.52
upset/soothed	1	81	18	100	4.63
not expectant/expectant	9	78	13	100	4.19
indifferent/curious	21	72	7	100	3.75
ignorant/enlightened	5	86	9	100	4.30
bored/interested	21	57	2	100	4.04
interest increased -- no/yes	27	60	13	100	3.71
<u>Texaco B</u>					
bad/good	3	49	48	100	5.33
sad/cheerful	1	44	55	100	5.56
disappointed/pleased	3	55	42	100	5.20
upset/soothed	1	68	31	100	4.97
not expectant/expectant	8	68	24	100	4.61
indifferent/curious	8	63	29	100	4.69
ignorant/enlightened	3	67	30	100	4.73

bored/interested	7	46	47	100	5.13
interest increased -- no/yes	12	57	31	100	4.65

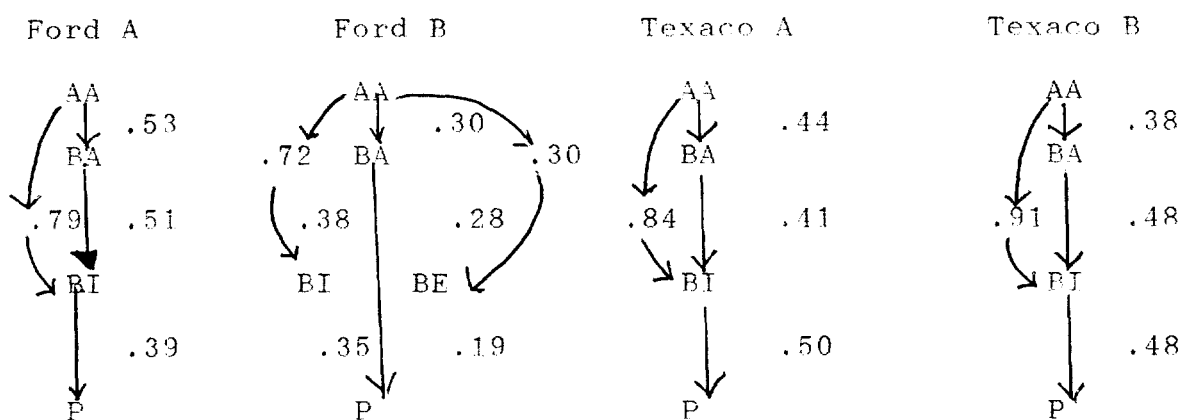
Past Purchases (All Four Ads)
150 Ball State University Undergraduate Students
April, 1991

Statement	Agreement		Total	Mean
	yes	no		
Have you ever purchased the advertised brand?				
<u>Ford A</u>	27	73	100	1.73
<u>Ford B</u>	12	88	100	1.88
<u>Texaco A</u>	57	43	100	1.43
<u>Texaco B</u>	52	48	100	1.50

Purchase Intentions (All Four Ads)
150 Ball State University Undergraduate Students
April, 1991

Statement	Agreement			Total	Mean
	1-2	3-4-5	6-7		
<u>Ford A</u>					
If not, would you?	21	67	11	100	3.88
If yes, again?	22	44	34	100	4.52
<u>Ford B</u>					
If not, would you?	13	67	20	100	4.27
If yes, again?	16	68	16	100	4.26
<u>Texaco A</u>					
If not, would you?	12	70	18	100	4.27
If yes, again?	6	55	39	100	5.01
<u>Texaco B</u>					
If not, would you?	10	66	24	100	4.49
If yes, again?	6	51	43	100	5.05

Test of Hypotheses



1. Hypothesis number 1 stated that ad attitude does more to drive brand interest than to drive brand attitude. We accept this hypothesis (see correlation matrix above). This supports the Machleit/Kent article which states that ad attitude does very little to drive brand attitude.

2. Hypothesis 2 is rejected as our results show no less of a relationship between ad attitude and brand interest for high involvement, benefit ads.

3. Hypothesis 3 is also rejected as, again, our results showed no more of a significant relationship between ad attitude and brand interest for low involvement, image ads.

4. Hypothesis 4 is accepted as our validity tests showed a

very strong relationship between brand interest and cognitive responses.

These results and their significance will be further discussed on the next section.

Conclusions

Based on our findings, we can draw some very interesting conclusions. First of all, we see that ad attitude does indeed drive brand interest instead of brand attitude. We can also see that the constructs of brand indeed are those responses falling into the cognitive zone.

It is in this area of brand interest, however, that some interesting things happened, contrary to what was suspected. We found that in two of the ads, there was a break-down in the type of cognitive response. To be more specific, in Ford B and Texaco A there was a split into what we call rational cognitive and emotional cognitive responses. In these ads, only the rational cognitive was shown to be driven by ad attitude. The question then remained, "Why did this occur in an image AND a benefit ad?". Our suggestions are broken down by ad as follows:

Ford A

There is no split between the rational and the emotional in this ad. This shows that high-involvement, image ads do nothing to spark any rational response in the consumer.

Ford B

Here there is a definite split between rational and emotional cognitive responses. This is because the benefit advertised sparks more of a rational cognitive response in the consumer in high-involvement products.

Texaco A

In this low-involvement, image ad, there is also a split between the rational and the emotional cognitive response. As is just the opposite of high-involvement products, image ads for low-involvement products are more effective in sparking rational responses in consumers.

Texaco B

This ad showed no separation in rational and emotional cognitive response. This is because, for low-involvement products, concentrating on a benefit does nothing to evoke rational responses from the consumer.

Discussion and Recommendations

Perhaps the most important finding from this research is the fact that this rational/emotional cognitive breakdown has been discovered. This shows advertisers, while you can effectively sell a benefit for high-involvement products, the opposite holds true for low-involvement. Therefore, the most effective way to sell a low-involvement product benefit is to concentrate on image, as image sparks more of a rational cognitive response in the consumer.

As far as recommendations, further research needs to be done to develop a larger, more specific list of these constructs of brand interest, as well as which constructs fall into the rational cognitive zone and which fall into the realm of emotional cognitive response.

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FORD - B AD
HONORS 499 QUESTIONNAIRE

Section 1 - Familiarity

1. Are you familiar with the BRAND seen in the previous ad?
 _____yes _____no
2. Before today, had you ever seen the previous ad?
 _____yes _____no

Section 2 - Ad Attitude

Please rate the following components of this ad based on the areas below them. For example, if you feel the ad's quality is extremely bad, circle a "1" or if you feel the ad's quality is extremely good, circle a "7". If your evaluation is some where in between a 1 and a 7, circle the number that best represents your evaluation.

3. Quality
 Bad 1 2 3 4 5 6 7 Good
 Dislike 1 2 3 4 5 6 7 Like
 Boring 1 2 3 4 5 6 7 Interesting
4. Originality
 Bad 1 2 3 4 5 6 7 Good
 Dislike 1 2 3 4 5 6 7 Like
 Boring 1 2 3 4 5 6 7 Interesting
5. Characters
 Bad 1 2 3 4 5 6 7 Good
 Dislike 1 2 3 4 5 6 7 Like
 Boring 1 2 3 4 5 6 7 Interesting
6. Dialogue
 Bad 1 2 3 4 5 6 7 Good
 Dislike 1 2 3 4 5 6 7 Like
 Boring 1 2 3 4 5 6 7 Interesting
7. Music
 Bad 1 2 3 4 5 6 7 Good
 Dislike 1 2 3 4 5 6 7 Like
 Boring 1 2 3 4 5 6 7 Interesting
8. Visual Effects
 Bad 1 2 3 4 5 6 7 Good
 Dislike 1 2 3 4 5 6 7 Like
 Boring 1 2 3 4 5 6 7 Interesting
9. How do you rate the ad compared to other ads for automobiles?
 Worst 1 2 3 4 5 6 7 Best

Section 3 - Brand Attitude

Please rate your attitude toward this brand for the following characteristics based on the areas below them. Please circle your response.

10. Quality of the brand
 Excellent 1 2 3 4 5 6 7 Poor
 Unfavorable 1 2 3 4 5 6 7 Favorable
 Bad 1 2 3 4 5 6 7 Good
11. Perceived cost-benefit ratio for the brand
 Excellent 1 2 3 4 5 6 7 Poor
 Unfavorable 1 2 3 4 5 6 7 Favorable
 Bad 1 2 3 4 5 6 7 Good
12. Rating against competition
 Excellent 1 2 3 4 5 6 7 Poor
 Unfavorable 1 2 3 4 5 6 7 Favorable
 Bad 1 2 3 4 5 6 7 Good
13. Overall attitude about the brand
 Excellent 1 2 3 4 5 6 7 Poor
 Unfavorable 1 2 3 4 5 6 7 Favorable
 Bad 1 2 3 4 5 6 7 Good

Section 4 - Brand Interest

Based on the ad you just saw, rate the following. Please circle your response. Did ad make you feel -

14. Bad 1 2 3 4 5 6 7 Good
15. Sad 1 2 3 4 5 6 7 Cheerful
16. Disappointed 1 2 3 4 5 6 7 Pleased
17. Upset 1 2 3 4 5 6 7 Soothed
18. Not expectant 1 2 3 4 5 6 7 Expectant
19. Indifferent 1 2 3 4 5 6 7 Curious
20. Ignorant 1 2 3 4 5 6 7 Enlightened
21. Bored 1 2 3 4 5 6 7 Interested
22. The advertise^o tried to increase your interest in the advertised brand. Did he/she succeed?
 Definitely No 1 2 3 4 5 6 7 Definitely Yes

Part 5 - Purchase Intentions

23. Have you ever purchased the advertised brand?
 _____yes _____no
24. If not, would you?
 Definitely No 1 2 3 4 5 6 7 Definitely Yes
25. If yes will you again?
 Definitely No 1 2 3 4 5 6 7 Definitely Yes

Thank you for your time and your effort.