2. Review of Literature

This chapter presents a detailed review of literature on advertising effectiveness to identify the research gaps through which we would outline the research objectives of the study. This Chapter is divided according to the constructs used in the study starting from ad-context congruity, motives, felt involvement and argument strength. The literature on each construct is designed in a summarized table in Appendix 1.

2.1. Ad Context Congruity

Ad-context congruity has been defined as “the degree to which advertising material is thematically similar to adjacent editorial content” by Zanjani et al. (2011, p.68) Ad-context congruity has been studied by many researchers in terms of its effects on ad effectiveness (Yi, 1990; Moorman et al., 2002; Yaveroglu & Donthu, 2008). Past research points to ad-context congruity as an important aspect that can address the issue of consumer irritation. Advertisers should handle the information by altering the congruity of the ad and the context (Norris & Colman, 1992). This aspect is highly relevant in online ad context, as online advertising offers the advantages of customized ads reaching the target audience and provides more efficient ways to measure the reactions and feedbacks based on the views and clicks.

Yi (1990) examined two selected effects- cognitive i.e. product attributes primed by the ad context and affective priming i.e. the affective tone of the ad context for print advertisements.
The study used a 2 (safety or fuel economy) x 2 (positive or negative) factorial between-subjects design. MANOVA was used for the dependent variables which were Attitude towards the brand (Ab), Attitude towards the ad (Aad) and Purchase Intention (PI) with the independent variables being cognitive priming and affective priming. It was found that effectiveness of ads was affected by the context of the ad. The effect of cognitive context was on PI and Ab. Further, the effect of the affective context was on PI and Aad. Affective context directly influenced Aad. Cognitive context affected Ab directly whereas affective context affected it indirectly i.e. through Aad. Both the affective and cognitive contexts affected PI indirectly i.e. via Ab and Aad.

Moorman et al. (2002) studied the effect of thematic congruence between magazines and advertisements as well as the effects of psychological responses, induced by the context, on the way the magazine ads were processed. A survey design was used where test ads were positioned in the standard circulation of some magazine titles, and a sample of subscribers (n = 263) was interviewed. To measure psychological responses, participants rated their agreement to 20 response statements on a 7-point scale. A principal component analysis was used for the 20 items. The memory for advertising was also measured of the three test ads with ad recognition and ANOVA was used. It was found that liking and positive feelings that were induced by the magazines had a effect on attitude towards the ad which was positive in nature. Also, the ads which were thematically congruent were remembered more than the ads which were incongruent.

McCoy et al. (2007) examined the effect of diverse kinds of online advertising on the user’s retention of the website and ad. They created a fake Web site for the study that had pictures, descriptions of products and their prices. Nine search tasks were assigned to participants (536 undergraduate students). They created sets of six ads along with the slogans.
Later, they finished an online survey where data on the outcome variables was collected. Intrusiveness was measured on a 7 item scale. No significant difference was observed in retention of the site between users who had ads and users who didn’t. Participants who were shown in-line ads, they recalled more of the site compared to those who were shown pop-up ads. Subjects exposed to non-congruent ads remembered more of the Web site compared to those who were shown congruent ads. Though, subjects who were shown non-congruent ads were not annoyed more by the ad compared to those who were shown congruent ads.

Dahlén, Rosengren, Törn, and Öhman (2008) explored whether inserting ads in media, which was thematically incongruent, would improve processing of the ad, improve advertising assessment and generate better opinion of present brand associations. Participants were shown a target ad with many filler ads that were put in a magazine which was either congruent or incongruent with the brand. Then they had to point out their response to the ad as well as the brand. Questions were set to first assess memory for all advertising, after which questions were about attitude as well as brand associations. MANOVA was used for the dependent variables. It was found that putting ads for brands which were familiar in the media which was incongruent theme-wise could improve the effectiveness of ads. Consumers who were shown the ad placed in incongruent instead of the congruent media remembered the brand better and processed the ad more too. It also improved ad attitudes and reinforced brand associations. Study 2 was carried out to replicate the Study 1 findings and rule out other explanations. Processing was assessed by ad-evoked thoughts, brand familiarity was used as a factor and only one thematic cue i.e. a typical ad from the magazine or magazine cover was used. Thus a $2 \times 2 \times 2$ factorial design was used with the variables being brand familiarity, magazine/ad and congruent or incongruent conditions. The results repeated the Study 1 main findings. Congruence had an effect on attitude
towards the brand and the ad, thoughts evoked by the ads and interest. The effects were more for familiar brands.

Ha and McCann (2008) proposed a new framework for ad clutter in the online context that integrated the differences between the environments of media in offline and online context. It reviewed the various approaches to ad clutter, and integrated them into a new broad framework that explained the response of consumers to ad clutter by distinguishing analysis that was media centered and consumer-centered. The differences the media in offline and online context were contrasted in terms of control for advertiser and audience. They recognized variables that could be controlled by media and advertisers can to minimize clutter perception, like editorial page type, location, size and amount of the ads. They also recognized factors that could not be controlled like the differences in ad attitudes and task orientation.

Yaveroglu and Donthu (2008) examined the success of executions that were single or varied for a banner ad on intention to click and brand recall in diverse on-line environments. First they examined the effects of repetition of banner ads on recall of the brand. The factors in this study were: competitive environment, content relevance of the Web site and the banner ad repetition strategy. Around 168 subjects were allocated randomly to the 8 conditions of a $2 \times 2 \times 2$ factorial design with variables being repetition, competition and relevance. Users filled a survey on-line which had questions about brand recall. The second study followed the same procedure and examined the effects of different executions of banner ads on the intention of consumers’ to click in environments that were competitive and content relevant. It was found that there was intention to click was higher and brand name memory in banner advertising repetition strategy in on-line environments. A strategy of variation of ads led to better click intentions and recall of brand name compared to a strategy of ad repetition in an online
environment that was noncompetitive. The strategy of repeating a single ad led to better recall of brand name compared to a strategy of repeating varied ads in a competitive Internet environment. By presenting the ad in a Web site that was content-relevant, recall of brand name improved. In a Web site that was content-relevant, the strategy of repeating a single ad led to better recall and in a Web site that was content non-relevant, the strategy of varied ad repetition generated better recall.

Zanjani et al. (2011) examined the association between congruity of the ad with the context and memory of the ad in an online magazine context with task orientation as a moderator and perceived ad clutter as a mediator. An online magazine formed for the experiment, was shown to 140 undergraduates. They were allotted to conditions in a $2 \times 2$ factorial design where task orientation and congruence was manipulated. After 10 minutes of reading, the participants replied to questions of perceived advertising clutter, as well as recall and recognition of the ads and brands. For the experiment, they created two versions of the e-magazine where each had 11 pages of ads and 10 pages of article content. For the advertisements, they used technological products between the content pages. MANOVA tested the effects of task orientation and ad–context congruence on recall and recognition. To test for the mediating effects of perceived ad clutter, path analysis was used. It was found that surfers had higher recall and recognition than information seekers. For information seekers, when there was congruence between the ad and the context, the recognition was higher but there was no significant difference for recall. For surfers, between the congruent and incongruent conditions, there was no significant change for recognition and recall. It was also found that clutter didn’t mediate the effect of task orientation on recall or recognition. However, clutter partially mediated the effect of ad–context congruence on recall, and fully mediated the impact of ad–context congruence on recognition.
Porta, Ravarelli, and Spaghi (2013) examined the possible effect of congruity on the way ad banners are seen and remembered in online newspapers. 35 volunteers participated in the experiment. Every participant was asked to read four articles on four different pages. An ad banner was positioned at the upper right of the article. Total twelve articles were created and the subjects of the related ad banners were either congruent or incongruent. They used a within-subjects design where each participant went through one imposed article with a congruent banner and incongruent banner; one free-choice article with a congruent banner and with an incongruent banner. Eye-tracking technology was used in the study. Questionnaires were used to assess both free and helped recall. The analysis was carried out using non-parametric statistics. It was found that there was not much difference between imposed and free reading in the congruent case for the number of fixations or total fixation on the banner, but for the incongruity case, banners were remembered with imposed reading.

Segev, Wang, and Fernandes (2014) examined the impact of ad-context congruency as well as the role of issue involvement as a moderator on the responses of consumers to banner ads present on blogs. There were 193 respondents. The study used a 2 (ad context: congruent vs. incongruent) × 2 (issue involvement: low vs. high issue involvement) between-subjects design. First, they created two versions of ads for a fictitious brand of batteries. To manipulate the ad-context congruency, they created green and non-green versions of the ad and placed the green ad on the green blog and the non-green ad on the green blog. They operationalized issue involvement as the extent to which participants perceived them as important and cared about environmental issues. Participants responded to questions, related to the level of commitment they had to the environment and the degree of significance they felt about the issue, captured on a 5 point scale (1 = “strongly disagree” to 5 = “strongly agree”). After looking at the blog and the
ad, participants were asked questions to measure their brand attitudes and ad attitudes, purchase intentions and issue involvement. The authors conducted hierarchical regression analyses which showed that when an ad was put in a context that was congruent, respondents involved with the issue in the blog reacted better to the ad. But, when the ad was placed in a context that was incongruent, respondents less involved with the issue gave a better response to the ad.

Myers, Royne, and Deitz (2014) examined the effects of synchronization of ads with a particular program by combining elements from within the entertainment to produce fit. The authors through this study introduced the new of construct of program-ad congruence. Stimuli were developed for all the three congruence types i.e. plot, actor and language for three separate conditions, each with a congruent and not congruent condition (1 × 2 design across three conditions). Total 176 surveys were collected across the three conditions. Participants watched a 10-minute online video from a prime-time TV program. There was one commercial break that had three ads: two filler and the test ad. Brand attitude, ad attitude, commercial involvement, and purchase intentions were measured from existing 7 point semantic differential scales. Structural equation modeling was used. Results showed an overall effect of program-ad congruence and each type of program-ad congruence had a significant impact on consumer response. Also, involvement mediated the effect of congruence by increasing the personal relevance of the advertisement.

2.2. Consumer Motives

Motives has been defined as “an inner desire to actively fulfill a need or want” by Rodgers and Thorson (2000, p.45). Some studies have recently started focusing on the motivations for the use of web affecting its use (e.g., Danaher & Mullarkey 2003; Zanjani et al., 2011). It has been found that in the internet context, the motives of the user influence the user behavior on the internet. If
the users have a particular motive in mind while they are online, that has an effect on their elaboration and involvement with the surrounding material like advertisements.

Rubin and Perse (1987) studied the link between attitudes, motives and 3 types of audience activity: involvement, selectivity, and intentionality. Questionnaires were filled up by 390 respondents. News attitudes, news viewing motives and audience activity were measured based on previous scales. Hierarchical regression was used. It was found that intentionality was predicted by affinity, involvement, and selectivity whereas non-selectivity was predicted by reduced intentionality, perceived realism, and motives for pass time. Further distraction was predicted by motives of pass time and affinity that was reduced. Lastly, involvement was predicted by information and non-entertainment motives, perceived realism, and intentionality.

Hoffman and Novak (1996) put forward a model of navigation behavior of consumer in a hypermedia computer-mediated environment (CME). They also studied the research issues relevant to the process model. They discussed three models of communication that underlie conventional and new media. They also created a media typology that brought out fresh insight into the differences between traditional media and CMEs. By making use of an expanded concept of flow, they also brought in a preliminary process model of network navigation in CMEs. They put forward a series of 15 research issues concerning the flow construct, process model and discussed experiential and goal-directed behavior in a CME. They came up with the concept of new medium-as-market signified by the hypermedia CME—of which the World Wide Web on the internet was a preeminent prototype. This was a working example of a many-to-many communication model where the consumer was an dynamic contributor in an interactive exercise of numerous feedback loops and vastly instantaneous communication.
Edwards et al. (2002) examined the characteristics of ads that were pop-up in nature and perceived as invasive and tried to comprehend the association between the antecedents and consequences of ads that were recognized as invasive by studying reactions like ad avoidance and irritation. In the experiment, 379 respondents took part and they were told to look for information about movies or financial aid through the Web site given. The manipulated, independent variables were congruence of the editorial and the ad, cognition intensity and period of interruption when coming across a pop-up ad. A questionnaire evaluated irritation, perceived, informativeness, intrusiveness, and entertainment value of the movie ad. Later, the demographic details of the participants were also collected. They used seven-point scales for the study. When the ads were perceived as invasive, feelings of annoyance were drawn out and ads were avoided. The perception of interstitial ads as intrusive was linked to the amount of intensity of cognition with which viewers followed their goals. When the viewers were focused, they felt that the interruptions were more severe compared to when they were not focused. Nevertheless, the perceptions of intrusiveness could be moderated through creative ad placement strategies. When ads were requested or provided value as information or entertainment, then they were perceived less interrupting, were not dismissed as nuisances and were not that irritating.

Sheehan (2002) examined the relationships between motivations of online users and the kinds of applications and activities where users took part during online sessions for individuals. A field study was undertaken. They used a journal that was four-page long, and respondents were asked to finish a journal for all the online session that they undertook during a week. Each journal had four sections. The first permitted the participant to note down the time and the date they began and finished the session, the next section gave statements describing diverse kinds of motives to use the internet. Respondents were told to point out their concurrence with the
statements with a seven-point bipolar scale before their session. Cluster analysis was used. The study tried to typify user behavior online by studying the types of sessions that users undertook. Cluster analysis showed that there were seven different kinds of sessions. They also proposed a model of user behavior online.

Danaher and Mullarkey (2003) studied factors that might have an effect on web advertising memory i.e. recall and recognition. To test the impact of Web Page exposure duration (WPED) on ad recall and recognition, a fake website was created. They created two banner ads for target stimuli for testing the ad memory. In the first part of the experiment, participants were directed to a task where advertising was supplementary. Later, participants were not asked to focus on anything in particular and could browse the site as they wanted to. Web page exposure duration strongly influenced banner advertising recall. It meant that the more time they stayed on a web page, the likeliness to remember a banner ad on the page increased. Compared to those surfing the site, participants who were in a mode that was goal-directed were tended to remember less of the banner ads.

Novak, Hoffman, and Duhachek (2003) examined whether flow happens during experiential and goal-directed activities if flow states during experiential and goal-directed vary in terms of underlying constructs, and what are the main features that define “types” of flow experiences reported on the Web. Participants were sought using both online and traditional media. After a survey period of two months and out of the nine surveys, in all 5,206 respondents filled out at least one of those surveys. Of these 1,312 were elected to fill out a survey on “Flow,” which had items regarding customer experience of using the Web. Around 588 (44.8%) gave answers to a three-part open-ended question. Two independent raters were asked to take each three-part response verbatim entirely and judge which code out of a list of 10 codes applied
to that verbatim. They also gathered a series of 17 survey items to measure flow. Related constructs were formed into six priori categories defining the flow experience. Principal components analysis was used. It was found that respondents’ general beliefs about their Web experience were strongly linked to the possibility that the respondent would provide response verbatims of flow experiences. Respondents using the Web for experiential use were less likely to present a flow verbatim than those using the Web for goal-directed purposes. There was more evidence of flow for task-oriented than experiential verbatims, but they found flow experiences in both types of activities.

Cho and Cheon (2004) examined how people avoid ad messages on the Internet, to identify different antecedents affecting Internet ad avoidance and to propose ways to reduce advertising avoidance on the Internet. An online survey was used to collect the data from 266 students. The four latent constructs examined in this study were perceived ad clutter, perceived goal impediment, ad avoidance and prior negative experiences. Except for perceived ad clutter, which was represented by single-item indicators, the rest were characterized by indicators with many items. The indicators were measured with seven-point Likert scales (strongly disagree to strongly agree). This study used structural equation analysis, by maximum likelihood method. It was found that people avoid ad messages on the Internet due to perceived ad clutter. Past negative experience signified by overall dissatisfaction and perceived lack of utility and incentive, caused people to avoid its source i.e. Internet ad avoidance. Consumers were also more likely to be goal-oriented while using Internet and hence avoided Internet ads because they perceived that they impeded their goals.

Franco and Roldan (2005) studied the acceptance of web and the usage between users who were wither experiential or goal-oriented, together with inherent motives to advance the
explanatory Technology acceptance model value – which is conventionally associated to extrinsic motives. To collect data, a survey was used to check the relationships of the model. Online questionnaires were used which were filled by subscribers in three lists about diverse topics like social sciences, and humanities. A structural equation modeling was used to check the associations between the variables and to test the model. The results suggest that TAM could be further extended to adapt to the usage that is web-based and its beneficial consequences. The article furthers the empirical research, clarifies and examines the model. The motives moderate the main associations in the model. The users with different motives don’t weigh both the extrinsic and intrinsic motives similarly when on the web. Users who have a goal are driven by instrumental factors and are paying attention to their process of decision-making whereas users who are experiential are motivated more by the process.

2.3. Felt Involvement

Felt Involvement- Martin and Marshall (1999, p.208) defined consumer’s felt involvement as “the level of involvement a consumer feels”. Past work on marketing clearly stated the role of felt involvement of consumers on their understanding and attention. When the users have a motivation to process information, that motivational state is referred to as Felt Involvement. It is a consumer's overall subjective feeling of personal relevance (Celsi & Olson, 1988). The authors in their study also stated that consumers’ felt involvement influenced the total effort, the point of attention, understanding, and the quantity and kind of meanings formed by the process of comprehension.

Celsi and Olson (1988) examined the part that involvement plays in the consumer's understanding and attention. Tennis was chosen as the field of involvement. A questionnaire to 400 students measured their Intrinsic Sources of Personal Relevance for taking part in tennis
sport, their familiarity about its rules and experience with tennis. 136 respondents who corresponded to a wide range of Intrinsic Sources of Personal Relevance (ISPR) levels were selected. Thus, 34 subjects were in 4 ISPR conditions each and were allocated to 2 levels of Situational Sources of Personal Relevance labeled Baseline and Higher (information on tennis products) resulting in eight conditions. Respondents were shown six print ads which were set in pairs. Then, respondents entered their cognitive responses and finished many rating scales regarding the ads. ANOVA was used to test the hypotheses. User’s felt involvement increased due to SSPR and ISPR. Felt involvement also influenced the quantity of effort applied in processing of understanding and attention and the quantity and kinds of meanings formed by the process of comprehension. Domain knowledge largely affected the kinds of meanings formed by the comprehension processes.

Miniard, Bhatla, Lord, Dickson, and Unnava (1991) investigated the way involvement moderated the process where pictures affected purchase intentions and brand attitudes. 170 respondents were randomly assigned to the eight conditions. The factors were level of involvement: strength of claims, and attractiveness of picture. Participants in a session were put in different treatments, but every session had a single stage of involvement. There were different folders presented. The first had an ad version for a soft drink that was fictitious. The second folder had a questionnaire to assess participants’ reactions to the product and the advertisement. The third folder again had an ad for a soft drink that was fictitious. The final folder had a form that asked about the brand of soft drink the respondent would like to have. Participants then came across questions with seven-point scales that were bipolar. AVOVA was used. In the second study, respondents were assigned to four conditions randomly. The factors were level of involvement and relevancy of the picture. The findings from the study supported the proposition
that involvement moderated the picture-based persuasion. The results from the first experiment for conditions that had lower involvement showed that post-communication attitudes were affected by pictures that were affectively charged and were peripheral. But, when involvement increased, these effects were gone. In the second study, for the condition of higher involvement, pictorial stimuli presenting information that was relevant to the product, it affected the respondent’s beliefs about the overall product attitude and the attributes of the product and. However, the attitudinal effect of the picture that was relevant to the product was canceled under the condition of lower involvement.

Norris and Colman (1992) studied the relation between the depth of involvement in a magazine article and subsequent memory of accompanying advertisements i.e. recall and recognition. Experimental design was used with 73 undergraduate psychology students. They were assigned to five of the treatment conditions randomly which were related with different genres of magazine articles: fiction, recipes, feature articles, travel article and regular magazine sections. All of the five magazine sections were individually bound with six advertisements. ANOVA was carried out to assess the differences in the participant’s mean ratings of the articles. The participant’s memory of the ads was evaluated by both free as well as cued recall and recognition of ads and brand names. It was found that the readers involved in the article left out any associated ads compared to those who were not that involved. Also memory for ads was affected by the involvement of the readers that was induced by the context. The capacity of the context material to involve the readers, determined low ad effectiveness, as shown by memory scores and perceptions of the ads.

Martin and Marshall (1999) studied the association between the words used in print ad and interest of consumers with respect to the promotion of mobile phone. A 2 x 2 design was
used with the factors being the framing of the message and the level of felt involvement. A sample of 87 students took part in the experiment. Participant’s attitudes for the promoted mobile phones and intentions were evaluated through 7-point scales. ANOVA was used and results showed that the level of felt involvement of the consumers moderated the effect of framing on attitudes towards mobile phones. Also, no interaction was found for purchase intentions.

Karmarkar and Tormala (2010) investigated the effect of the certainty of source on persuasion. In the first study, 105 undergraduates participated in a laboratory study. Participants were assigned to the four conditions randomly. The factors were source expertise and source certainty. Respondents were provided 2 restaurant reviews and after going through it, they were required to rate the source on different dimensions, completed measures of expectancy violation. In the second study, 68 students participated. They followed the same procedure, except this time users also completed dependent measures on attitude and involvement. In the third study, 140 undergraduates were assigned to the eight conditions randomly. The factors were source expertise, source certainty and argument quality. The respondents completed dependent measures on intentions, attitudes and thought favorability. ANOVA was used for the analysis. In the first experiment, it was found that when there was incongruity between the expertise of the source and certainty of the source, respondents felt that the message unexpected and more surprising and compared to congruent condition. In the second experiment, after the message, respondents conveyed more involvement and better attitudes when there was incongruity between the expertise of the source and certainty of the source. It was also found that the effect on attitude was mediated by felt involvement. Greater argument quality had an effect on attitudes, intentions and thought favorability when there was incongruity between the expertise of the source and certainty of the source.
2.4. Argument Strength

Argument Strength- In the advertising context, argument strength is related to the importance of the product/service claims in the ad. Past research in consumer marketing stated the role of argument strength to create strong elaboration and subsequent persuasion (e.g., Karmarkar & Tormala, 2010; Petty & Cacioppo, 1986). The strength of the arguments in ad messages can impact the effectiveness of the advertisements (Pornpitakpan, 2004). According to Karmarkar and Tormala (2010) elaboration would boost or undermine persuasion depending on argument strength. For high argument strength, stronger elaboration will augment the speed of persuasion.

Petty and Cacioppo (1979) examined whether issue involvement that is high enhanced thinking about communication that is persuasive. Two experiments were conducted to test the hypothesis. Experiment 1 changed the direction of a message i.e. pro-attitudinal or counter-attitudinal and involvement. Experiment 2 also varied involvement, but in this case, both messages had a counter-attitudinal position. A message used convincing arguments and drew out thoughts that were favorable, but the other used arguments that were weak and drew out mainly counterarguments. ANOVA was used for analysis. Experiment 1 showed that when involvement was increased, it improved persuasion for the pro-attitudinal advocacy but decreased persuasion for the counter-attitudinal advocacy. Experiment 2 found that when involvement was increased, it improved persuasion for the message which was strong but decreased persuasion for the message which was weak.

Petty, Cacioppo, and Schumann (1983) studied the route (central or peripheral) by which attitudes in response to an ad would be affected under different involvement levels. 20 subjects were assigned to the eight conditions randomly. The factors were level of involvement, quality of argument, and the status cue. They made two booklets for the experiment where the first one had
the ad stimuli and the other one had the dependent measures. Questions were asked about brand recall, recognition, attitude, and purchase intention. The study found that when involvement was low, in comparison to argumentation that was issue-relevant, peripheral cues became more important, whereas under conditions where involvement was high, it was the opposite.

Sanbonmatsu and Kardes (1988) studied the effects of arousal that was physiological on persuasion. Subjects were 136 undergraduates who were assigned to the eight conditions randomly. The factors were level of arousal, strength of arguments and endorser status. The first study was done for testing the effect of arousal on memory. Each participant was first engaged in a short, task about free association. The experimenter told a word and the participant wrote the first word they thought of. The participant then performed the exercise task and another task of free association. In the second experiment, participants were given a booklet having six ads and they answered about the dependent variables. It was found that contextual cues that were peripheral to the arguments in a message that was persuasive had a bigger effect on attitudes towards the brand in high arousal condition. On the other hand, strength of argument had a bigger effect in moderate arousal conditions.

Smith and Petty (1996) studied the effect of framing of message on persuasion. In the first experiment, 60 undergraduate students were assigned to the four conditions randomly. The factors were framing of the message and quality of the argument. The respondents read a message encouraging recycling with 5 strong or weak arguments. Then they mentioned their attitudes in rating towards recycling on 3 seven-point scales. ANOVA was used. In the second experiment, 118 students were assigned to a $2 \times 2 \times 2$ factorial. The factors were message expectancy, argument quality, and message framing. They answered questions on attitudes on 3 nine point scales. ANOVA was used. Results showed that message framing impacted message
processing. The subjects displayed more scrutiny of a appeal that was persuasive but negatively framed compared to the one that was framed positively. The degree to which elaboration of messages takes place could be augmented by using framing of message that is not expected. Negative framed messages would increase processing and persuasion for strong arguments.

Cline and Kellaris (1999) studied the joint interaction of humor and argument strength in a print advertisement. The authors conducted an experiment of 2 X 2 design with the variables as humor and argument strength. The respondents were 122 undergraduate university students. They were assigned to the four conditions randomly and after seeing the ad, they filled out a questionnaire about the dependent variables ad attitude and brand attitude. MANOVA was used for analysis. The results indicated that humor interacted with message characteristics which meant that humorous ads created more positive attitudes with weaker arguments and less positive attitudes with stronger arguments.

Escalas and Luce (2004) investigated the conditions under which thought focus influences the responses to argument strength of the ad. The first experiment was a mixed design, with variables product, thought focus, argument strength and level of involvement. The respondents were 178 students at a university who saw a one-page print ad and answered the questionnaire. The second experiment extended the first study and used a 2 X 2 X 2 design, with the factors being storyboard focus, argument strength, and thought protocol. The respondents were 222 undergraduate students at the University with a procedure similar to study one but they used one storyboard ad stimulus instead of two print ads and asked half the subjects for an open-ended ad response. Analysis of variance showed that for low to moderate involvement, there was a greater effect of argument strength on behavioral intentions for participants who were focused
on the process and not the outcome of product use. The reason is that a process focus leads to the
creation of a spontaneous plan to purchase when strong arguments are present.

Porpiritakpan (2004) studied the effect of endorser expertise, circadian arousal and
strength of the argument of a message on purchase intention and brand attitudes. It was a 2 × 2 ×
2 × 3 design and had 602 females that were Thai. The factors were level of endorser expertise,
strength of arguments, type of persons and viewing time of ad. The results showed that when
strength of argument was high, it lead to higher purchase intention and better attitudes toward the
brand for both types of persons, irrespective of ad viewing time and endorser expertise. When
people who were morning-type saw the ads in the evening and morning, there was no effect of
expertise of endorsers on brand attitudes, whatever the strength of the argument. When they saw
the ads in the afternoon, whatever the argument strength, the endorser with high expertise
generated enhanced brand attitudes than endorser with low expertise. For persons of evening-
type, expertise of endorser did not influence the brand attitudes and purchase intention.

Chang (2009) proposed that the effectiveness of ads which are narrative in nature
depends on the cognitive capacity of the individual. In cases where cognitive capacity is high, an
ad that is narrative would create more affective and cognitive involvement compared to an
argument ad. This would further lead to more favorable brand and ad attitudes. For the
experiment, there were 16 conditions with the factors being type of editorial and ad, argument
strength of the ad as well as the type of product. There were a total of 195 participants from a
university. For the experiment, a magazine was created which contained a magazine article along
with a stimulus ad for each condition. Participants then read the article and the ad as after which
they mentioned about their mood, thoughts on the article, whether they liked the article and
rating their brand and ad attitudes. ANOVA was conducted for analysis and the results showed
that the efficacy of advertising that was narrative was dependent on the cognitive capacities of the individuals and editorial content moderated the effectiveness of argument and narrative ads. When participants read articles that were narrative, they did not consider argument strength while evaluating the ad and the comparative effectiveness of narrative advertising in getting warm feelings, cognitive responses that were favorable, and positive brand and ad attitudes were absent when participants read narrative articles.

2.5. Persuasion

Persuasion of the ad refers to “the effect that the ad might have on the behavior of the consumer” (pp. 168) (Erik Du Plessis, 2005). In the past studies, to capture advertising effectiveness, persuasion has been used as one of the variables.

Cacioppo, Petty, Kao, and Rodriguez (1986) studied whether the result of need for cognition on persuasion and message processing that was found in previous studies was only due to intelligence. Besides this, they also tested the assumption of ELM about individual differences that people who were more involved in issue-relevant thinking when making up their position on an issue also had a stronger connection of attitude and behavior. For the first experiment, 192 undergraduates participated in the study which was a 2 X 2 design which had a need for cognition and argument quality manipulated. ANOVA was used for the analysis, and the results showed that while forming attitudes the respondents who had a higher need for cognition thought about and cognitively elaborated on information which was issue relevant more than those who had a low need for cognition. In the second experiment, students participated in a session before the presidential election of 1984. The materials included the Need for Cognition scale as well as questions regarding the presidential tickets. After the election, they conducted a phone survey. MANOVA was used for the analysis, and it was found that for the individuals who had a high
need for cognition, their attitudes collected in a survey before the election were predictive of voting behavior and behavioral intentions compared to those who had a low need for cognition.

Yi (1990) examined the effect of the verbal claims that were direct and visual cues about intended belief on persuasion. For the study 120 MBA students took part in the experiment. They were presented print ads of a car imported from South Korea which was Hyundai Excel. It was a 2 x 2 design with the factors being how direct the verbal claims were and the presence of associated cues that were visual. The subjects went through booklets which contained some questions. The subjects were also through mail one week later for the follow-up study wherein they told their beliefs of the test brand. ANOVA was used for analysis and results showed that persuasion was improved by cues that were visual about the intended attribute and when cues that were visual were not present, persuasion which was indirectly induced was more stable over time compared to persuasion that was directly induced.

Han and Shavitt (1994) studied the degree to which individualism-collectivism, a cultural dimension was replicated in persuasive appeals that were effectively used in different countries. For the first study, they chose a women’s magazine and a news magazine from US and Korea and randomly selected two hundred ads from each country. Based on previous research done on individualism-collectivism, factors based on theory were identified, and a manual was developed to code the ads. They further selected shared vs personal product categories based on a survey where students rated services and products in terms of usage pattern and process of decision making. From the study, it was found that in an individualistic culture like the United States, the magazine ads used appeals to individual preferences, benefits, independence and success compared to a collective culture like Korea which had appeals about group harmony, benefits, and family integrity. For the second study, 64 subjects each from both the countries read the ads
with collectivistic or individualistic appeals and answered about their persuasiveness. After analysis of variance, it was found that compared to Korea, U.S. ads about individualistic gains were more persuasive whereas ads about in-group or family benefits were not as persuasive. They also found that product characteristics played a moderating role.

McQuarrie and Phillips (2005) tested the proposition that when an indirect claim is presented to consumers, they would be more open to many, positive inferences about the brand. Further, when presented with metaphorical claims that are indirect and as pictures, consumers would create inferences spontaneously when exposed to the ad. For the study, 183 undergraduate students participated. They created 12 different ad stimuli. The participants went through the given ads and the statements and then filled a questionnaire. They created a total of four sets having four ad versions for the four product categories. It was a basic 2 X 2 design with the factors being of visual metaphor and literal headline. They used Loglinear analysis for the "yes" and "no" responses and they used Linear Mixed Models (LMM) procedure in SPSS 11.5 for response latencies. From the analysis, the propositions being tested were supported.

Wang, Shih, and Peracchio (2013) studied the effect of banner ad complexity and exposure duration on advertising persuasion. In the study, they used two phases i.e. priming and a testing phase where respondents were shown two banner ads for a brand. They used processing fluency to explain the process that the ad shown in the priming phase aids processing of the banner ad shown in the testing phase. For the experimental design, they developed an information website with pages about health. They developed banner ads with fictitious names for pasta sauce and a camcorder which were hedonic and utilitarian products respectively. The study included a total of 219 respondents, and they used MANOVA for the hypotheses. It was found that when the banner ad shown in the priming phase was difficult to process, if the period
of exposure was increased, it resulted in a direct increase in the attitudes of the respondents towards the brand and the ad. Further, when the banner ad shown in the priming phase was easy to process, if the period of exposure was increased, it resulted in a decrease and then increase in the attitudes of the respondents towards the brand and the ad i.e. a U pattern. Lastly, when the banner ad shown in the priming phase was moderately difficult to process, if the period of exposure was increased, it resulted in an increase and then a decrease in the attitudes of the respondents towards the brand and the ad i.e. an inverted U pattern.

2.6. Chapter Summary

The chapter starts by reviewing the existing literature in the advertising effectiveness area, focusing more on the aspects of ad-context congruity and motives, identifying the main issues in this area. This review helped us to identify the gaps, leading to the research objectives of this study as mentioned in the next chapter.