Exploring the effects of compliance/non-compliance framing, desirability of end states, and brand zealotry on consumers’ responses to wearables advertising

INTRODUCTION

- In 2017, watches (56.9%) and wristbands (37.9%) have the highest market share (IDC, 2017).
- The effect of gain or loss framed messages on persuasion has frequently been examined in the field of advertising (i.e. Yan, Dillard, & Shen, 2010). However, few advertising studies have examined the effects of compliance/non-compliance framing and desirability of end-states on persuasion.
- Brand zealotry is a specialized form of opinion leadership, which can categorize people into consumers with high brand zealotry orientations and consumers with low brand zealotry orientations (Eighmey, Sar, & Anghelcev, 2006).

HYPOTHESES

H1: Message with the compliance framing will elicit (a) better attitude, (b) higher purchase intention, and (c) higher WOM intention toward wearables advertising than message with the non-compliance framing.

H2: Message with the undesirable end-states will elicit (a) better attitude, (b) higher purchase intention, and (c) higher WOM intention toward wearables advertising than message with the desirable end-states.

H3: Brand zealotry will moderate the interaction between compliance/non-compliance framing and desirability of end-states on (a) ad attitude, (b) purchase intention, and (c) WOM intention to wearables advertising.

STUDY DESIGN

- A 2 (Framing: Compliance vs. Non-Compliance) × 2 (Desirability of End-States: Desirable vs. Undesirable) between- subjects design experiment was conducted (N = 243).

- Age: M = 20.33, SD = 1.34, range: 18-35
- Gender: 87.7% females; 12.3% males
- Race: Caucasians (82.7%); Asians (10.7%); Hispanics (4.5%); African Americans (0.8%); Others (1.3%)

- Ad Attitude: Cronbach’s α = .82; M = 4.30, SD = 1.26
- Purchase Intention: Cronbach’s α = .94; M = 3.39, SD = 1.75
- WOM Intention: Cronbach’s α = .96; M = 3.35, SD = 1.76
- Brand Zealotry: Cronbach’s α = .80; M = 3.90, SD = 1.35

RESULTS

- Compliance framing outperformed non-compliance framing on ad attitude, WOM intention, and purchase intention.
- Message with desirable end-states was better than message with undesirable end-states on ad attitude, WOM intention, and purchase intention.
- Brand zealotry moderated the relationship between message framing and advertising effectiveness.

DISCUSSION

SAMPLE STIMULI

In 2017, watches (56.9%) and wristbands (37.9%) have the highest market share (IDC, 2017).

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