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WORKING PAPER

Using the Right Emotion to Promote the Right Product to the Right Person

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ABSTRACT

This article deals with the ego-other-focus dimension of emotions—referring to the degree to which people see themselves as independent from or interdependent with others— and addresses the question which emotions should be used to promote specific products or to persuade a specific group of people. The findings of the experiment suggest that for a privately consumed product, ads evoking an ego-focused emotion scored better than ads evoking an other-focused emotion, whereas the reverse was true for a publicly consumed product. However, this interaction effect was only present for extravert and not for introvert respondents. Theoretical and practical implications, together with some future research ideas are suggested.

INTRODUCTION

Many marketers use emotions in their advertising campaigns in order to persuade consumers to like and buy their product or service. Research has provided strong evidence that emotions can indeed be very strong persuaders (e.g. Bagozzi, Gopinath & Nyer 1999; Brown, Homer & Inman 1998; Pham 2004). Marketers should beware, however, that the use of emotions does not guarantee a successful advertising campaign. Not all emotions are appropriate in just any situation or for just any product. Jealousy, for example, is an emotion that could be used for products that people consume in a social context, or at least in the presence of others like clothes or beer, whereas this emotion would be less appropriate to promote products that are (mostly) consumed in a solitary (home) context like painkillers or toilet paper.

Furthermore, the experience of emotions as well as the effect of emotions can depend on individual differences. Some people, for example, enjoy situations that make them feel excited and elated, whereas others might prefer situations that make them feel calm and peaceful. Mowen, Harris and Bone (2004) investigated the moderating impact of the personality traits extraversion, emotional stability and need for arousal on responses to fear appeals. They found that need for arousal was negatively related to fear responses whereas emotional instability and introversion were positively related to fear responses.

It is important for researchers to investigate which emotion(s) should be used in a specific situation, for a specific product, or to persuade a specific group of people. This paper addresses the latter two aspects. It deals with ego-focused and other-focused emotions—a dimension of emotions introduced by Markus & Kitayama (1991)—and their effectiveness in introvert and extravert individuals for ads promoting privately versus publicly consumed products.

APPROPRIATENESS OF AD-EVOKED EMOTIONS

In this study, the authors do not elaborate on theories that explain how emotions influence the formation of ad and brand attitudes; rather they want to investigate which emotions should be evoked best under varying conditions. According to Pham (1998), emotions need to be representative for the brand and relevant for brand evaluations in order to have an impact on ad and brand evaluations. The former means that people should perceive the emotion as a genuine response to the product and consequently (mis)attribute the emotion to the target stimulus (ad). The latter means that the emotion should be regarded as relevant and

appropriate for the evaluation of the product or the ad. Ruth (2001) goes even further by putting forward that, in order to be effective, a product's emotional benefits (emotions induced by the ad or just references in the ad to emotions associated with the advertised brand) need to be congruent with the product category. In her study, congruity was evaluated based on perceptions of relevance and expectancy. An ad-evoked emotion was evaluated favorably only when this emotion matched a relevant and desirable emotional consequence that was important for using the product. Ruth manipulated the relevance of the induced emotions to the product category of video cameras by showing the respondents a description of an emotion that a consumer experienced when using a competing brand of the same product category. Ruth suggested that future research should investigate the natural (rather than manipulated) association between ad-evoked emotions and product categories, and that individual differences might moderate the congruency effect.

Building on the findings of earlier studies, it is clear that research is needed to investigate the effectiveness of different emotions for advertising different product categories to different people. In this study we concentrated on the differential impact of ego-versus other-focused emotions evoked by advertisements for a privately versus a publicly consumed product. Furthermore, it is examined whether the relation between emotions and product categories is moderated by what is considered as a very important personality difference: extraversion.

EGO- VERSUS OTHER-FOCUSED EMOTIONS

Different emotional dimensions can be discerned. The dimension most frequently investigated in a marketing context is no doubt the valence dimension. For example, a whole body of research is devoted to the appropriateness of positive versus negative ad-induced emotions (e.g., Gorn, Pham & Sin 2001; Olsen & Pracejus 2004). Next to pleasure, however, several other dimensions have been introduced along which emotions can be divided like arousal, certainty, attentional focus, ego-versus other-focus, etc. (e.g., Faseur & Geuens 2006; Markus & Kitayama 1991; Smith & Ellsworth 1985). These dimensions could also exert an important impact on the effectiveness of different emotions for promoting different products to different people. Only little research has been conducted on the effectiveness of most of these dimensions, though. Therefore, the current study tries to partly fill this gap and is confined to one of them, namely the ego-versus other-focus dimension.

The ego- versus other-focus dimension of emotions was introduced by Markus and Kitayama (1991). They stated that the emotions that humans experience vary depending on whether they experience themselves as being independent from or interdependent with other people. In the former case, ego-focused emotions are experienced, and in the latter case, other-focused emotions are experienced. Ego-focused emotions can be described as emotions that are directed toward oneself, and that put oneself as the central person, independent from others. When experiencing an ego-focused emotion, focus is on one's own wishes, needs, successes and failures. Examples of ego-focused emotions are pride, happiness, and frustration.

Other-focused emotions are directed toward others, and put a person in relation with others. These are emotions that are experienced in a social context. When experiencing an other-focused emotion, one does not focus on oneself, but on the wishes, needs, successes and failures of others. Examples of other-focused emotions are empathy, peacefulness, indebtedness and shame (Aaker & Williams 1998; Markus & Kitayama 1991).

Considering the specific nature of this distinction of emotions, it can be expected that ego-focused emotions will be relevant for the promotion of some products whereas other-focused emotions will be relevant for the promotion of others. It is unlikely, for example, that an emotion of shame (an other-focused emotion) will be used to promote a product that is consumed in the absence of other people, like a pillow.

A product distinction that seems relevant in this context is the distinction between privately and publicly consumed products. Publicly consumed products are products that are consumed in a social context, and thus in the presence of other people. These products are often used to express one's personality to others. Therefore, the consumption of public products can affect the association consumers experience with their social environment. Privately consumed products, on the contrary, are consumed alone (often at home) in a non-social context. The consumption of these products is not observed by others.

Earlier studies have shown that especially for publicly consumed products, consumers focus their attention on others, they are concerned with what others think. For example, Bearden and Etzel (1982) stated that a reference group will only influence consumers' product choice when the consumption of the product is observed by others. Graeff (1997) investigated the influence of self-monitoring on the effect of congruence between brand image and consumers' self-image. He found that increased self-monitoring positively influenced the congruency effect, but only for publicly and not for privately consumed products. Privately

consumed products are not consumed in the presence of others, and thus one's self-presentation does not need to be monitored.

It seems that during the consumption of publicly consumed products, consumers focus their attention on other people or on themselves in relation to others. In contrast, the consumption of privately consumed products attracts consumers' focus of attention to themselves, independent from others. Thus, when a product is not consumed in the presence of others, it is unlikely for consumers to experience an emotion that is directed toward others. On the contrary, when consuming a product in a private context, consumers are expected to experience emotions that focus on themselves. This leads to the assumption that, for the promotion of privately consumed products, the use of ego-focused emotions is relevant, whereas other-focused emotions are irrelevant to and incongruent with these products. Similarly, for advertising publicly consumed products only other-focused emotions and not ego-focused emotions are relevant and congruent.

Following Pham (1998) and Ruth (2001), it can be expected that the use of an irrelevant (or incongruent) emotion for advertising a specific product will have detrimental effects on ad and brand evaluations. Therefore, an interaction effect is hypothesized between emotional appeal and product type in the sense that for a privately consumed product, an ad evoking an ego-focused emotion will be evaluated more favorably than an ad evoking an other-focused emotion. Similarly, it is expected that for a publicly consumed product, an ad evoking an other-focused emotion will be evaluated more favorably than an ad evoking an ego-focused emotion.

H1: An ad for a privately consumed product induces significantly more positive attitudes and purchase intentions when the ad evokes an ego-focused emotion than when the ad evokes an other-focused emotion.

H2: An ad for a publicly consumed product induces significantly more positive attitudes and purchase intentions when the ad evokes an other-focused emotion than when the ad evokes an ego-focused emotion.

THE IMPACT OF INTROVERSION/EXTRAVERSION

Many authors agree that emotions that people experience in a certain situation are based on their own cognitions (appraisals, thoughts, beliefs, evaluation) about the situation (e.g., Pham 2004). This process is explained in several theories like the attribution theory (Weiner 1985)

and the cognitive appraisal theory (Roseman 1991; Smith & Ellsworth 1985). How people interpret and appraise their environment greatly depends on their personality. Indeed, people's personality determines the values that they hold, their behavioral orientations, their interpretation of and attitudes toward their environment and (most important in our context) their responsiveness to specific emotions (e.g., Chang 2006). Therefore, one should take into account people's personality when investigating the impact of emotions on advertising effectiveness. One personality difference that has been studied extensively is the introversion/extraversion trait. Extraversion has come to be regarded as one of the most important personality traits (Duhachek & Iacobucci 2005; Mooradian 1996). In this paper the focus is on extraversion as a moderator of the expected relation between product type and ad-induced emotions.

In this study, it was examined whether and how extraversion moderated the differential impact of ego- versus other-focused emotional appeals for a privately versus publicly consumed product on ad and brand evaluations. From the definition of ego- and other-focused emotions and of privately versus publicly consumed products, it is clear that these distinctions are related with the sociability feature of extraversion. Sociability, that is, the underlying preference for social interaction, is an important characteristic that distinguishes extravert from introvert people. Extravert people have the tendency to behave in ways that attract social attention (e.g., Ashton, Lee & Paunonen 2002).

Extravert people enjoy highly arousing situations with a lot of social interaction. They are outward looking and constantly seek to attract social attention. Moreover, they dislike and actively avoid solitary situations. They need to have people around, people to talk to. Introverts, on the other hand, do enjoy solitary situations. They are more inward looking and love quiet moments on their own, with nobody around. Introvert people like being independent from others. Although, introvert people also attach great importance to relationships with close others like family and intimate friends. So introverts might also enjoy social situations that radiate affiliation (Jung 2005; Ashton, Lee & Paunonen 2002).

According to Aaker and Williams (1998), cultural differences between individualist people and collectivist people determine the accessibility of ego- versus other-focused emotions, which influences their ability to recognize and experience each of these two emotion types. Differences in the effect of ego- versus other-focused emotions for extravert in comparison to introvert people could possibly be explained in a similar way. Extraverts are really eager to

engage in social interactions and abhorrent of solitary situations, whereas introverts can both enjoy solitary and confined social situations. Therefore, it could be assumed that the distinction between ego- and other-focused emotions is more salient and accessible for extraverts than for introverts. That is, extraverts might more easily than introverts associate ego-focused emotions to themselves as independent from others and other-focused emotions to themselves in relation with others. Consequently, the difference in effect between ego- and other-focused emotional appeals can be expected to be more pronounced for extraverts than for introverts. Another reason why extraverts can be expected to experience a more extreme difference between ego- and other-focused emotions than introverts is because they have a stronger level of affect intensity. Although most researchers found that extraversion is only positively correlated with positive affect intensity, some researchers found that extraversion can be positively correlated with both positive and negative affect intensity (see McFatter 1998 for an overview). According to Larsen and Diener (1987), for example, extravert people are constantly under-aroused and seek for high arousing situations, whereas introvert people are constantly over-aroused and try to avoid arousing situations. Because most emotions (both ego- and other-focused) evoke a certain level of arousal, it could be expected that the differential effect of ad-evoked emotions will be stronger for extraverts than for introverts.

Furthermore, because extravert people actively engage within social endeavors and have a constant tendency to behave in ways that attract social attention and to avoid moments on their own, they will immediately associate a publicly consumed product with social (consumption) situations. Similarly, they will immediately associate privately consumed products to solitary situations where no others can observe their consumption of the product. On the other hand, it seems less likely that introverts associate different products to solitary or social consumption situations as easily (or automatically) as extraverts do, because this issue is less relevant to them.

Because this sociability feature is constantly active for extravert people, they are expected to perceive the incongruence between publicly consumed products and ego-focused emotions and between privately consumed products and other-focused emotions as stronger and more pronounced than introverts. As a result, the (in)congruence between product type and ad-evoked emotion will have a stronger effect on attitudes and behavioral intentions for extraverts than for introverts.

Another reason why we expect the congruency effect to be more pronounced for extraverts than for introverts, is that extravert people are more outward looking, whereas introvert people are more inward looking (Jung 2005). This could mean that, when evaluating an emotional ad, introverts will rely more purely on their felt emotions without taking into account external stimuli. In contrast, extravert people are more sensitive to external information when forming a judgment. Therefore, they might take into account whether their experienced emotions are congruent with the advertised product, more than introverts do. That is, the congruency effect between the ad-evoked emotion and the product category is expected to be stronger for extraverts than for introverts.

Based on the earlier argumentation, a 3-way interaction effect is expected in the sense that extraverts experience a stronger (mis)match between the ad-evoked emotion and the advertised product than introverts. Therefore, it is hypothesized that the relationships formulated in hypotheses 1 and 2 are stronger for extravert people than for introvert people.

H3: The difference in impact on attitudes and purchase intentions of ego-focused versus other-focused emotional appeals for a privately versus publicly consumed product (as stated in hypotheses 1 and 2) is larger for extravert than for introvert people.

RESEARCH METHOD

STIMULUS DEVELOPMENT

The objective of this study was to test the effectiveness of ego- versus other-focused emotions in advertisements for privately versus publicly consumed products. More specifically, it was investigated whether this potential difference in impact was moderated by the extent to which respondents were extravert versus introvert.

To test the hypotheses, emotional advertisements were created for a chocolate bar, which was assumed to be a primarily privately consumed product and a box of chocolates, which was assumed to be a primarily publicly consumed product. In order to avoid any confounding effects, two product categories were chosen that were very similar to each other. Furthermore, both products were given the same name 'Ghirardelli', an international brand of chocolate that was unknown to the Belgian respondents. For each product category, four ads were created, two that were intended to evoke an ego-focused emotion and two that were intended

to evoke an other-focused emotion¹. For all analyses, the two ego-focused and the two other-focused ads will be grouped. As in the study of Aaker and Williams (1998), both visual and verbal manipulations were used to evoke the intended emotions. This ad framing technique to evoke emotions has also been proven to be effective by Chang (2005). The advertisements did not contain any other information besides the intended emotion. All ads looked very similar. The only elements that differed were the emotion evoking picture and text, and the picture of the product itself. The ads evoking an ego-focused emotion pictured a) a proud looking woman who is intensively enjoying the product by licking her fingers and b) a woman, sitting in front of a cup of coffee in her dressing gown, who has clearly no energy. The ads evoking an other-focused emotion pictured a) four women having a cozy chat with a cup of coffee and b) a woman who fails to welcome her visiting friends with a nice snack.

PRETEST

In a first pretest, we investigated whether a chocolate bar was indeed perceived as a privately consumed product and whether a box of chocolates was indeed perceived as a publicly consumed product. After reading a definition of privately and publicly consumed products, twenty-two adult respondents were asked to rate the two target products (together with some filler products) on a 7-point scale going from 1 (privately consumed product) to 7 (publicly consumed product). Results of an independent samples t-test showed that a chocolate bar was perceived more as a privately consumed product ($M = 2.9$), whereas a box of chocolates was perceived more as a publicly consumed product ($M = 4.6$). This difference was statistically significant ($p < .001$).

In a second pretest we tested whether the four different emotional ads evoked emotions with the intended level of ego-focus or other-focus. This pretest was conducted to make sure that the emotions evoked by the ego-focused emotional appeals and the other-focused emotional appeals varied sufficiently on the ego- versus other-focus dimension. Nineteen adult respondents were asked to read a definition of each of the dimensions. Next, they were asked to think about the emotion that they experienced when watching each of the four ads, and to rate this emotion on the ego- versus other-focus dimension. The scale ranged from 1 (ego-focused emotion) to 11 (other-focused emotion). An independent samples t-test was

¹ Next to the ego- versus other-focus dimension also the valence dimension of the ad-evoked emotions was manipulated. However, the effects of the latter dimension are not discussed in this paper. We refer to section 10 of this chapter for a short overview of the effects of the valence dimension.

conducted and the results showed that the ad-evoked emotions that were intended to be ego-focused had a lower score on the ego-other scale than the ad-evoked emotions that were intended to be other-focused ($M = 3.9$ and 8.2 respectively, $p < .001$).

MEASURES

Independent variables.

Ego- versus other-focus: As mentioned before, the experience of emotions depends on how people appraise their environment (e.g., a stimulus). The extent to which an advertisement evokes an ego- or an other-focused emotion will thus depend on the person who reads the ad. Therefore, respondents were asked to think about the emotion that they experienced when watching the ad and to rate this emotion on the ego- versus other-focus dimension. These scores were used as the first independent variables in the analysis.

Ego-focused emotions were described as emotions that are focused on oneself and that have the self as the primary referent; emotions that put the self in the centre of attention, independent from others. Other-focused emotions were described as emotions that are experienced toward others, in a social context; emotions that put oneself in relation to others. The degree to which respondents experienced the ad-evoked emotions as ego-versus other-focused was measured by using an 11-point scales ranging from 1 (ego-focused) to 11 (other-focused).

Private versus public product: To measure the variation in how the products were perceived, respondents were asked to indicate to what extent they perceived the advertised product as a privately or a publicly consumed product on a 7-point scale rate ranging from 1 (privately consumed product) to 7 (publicly consumed product).

Extraversion versus introversion: to measure the extent to which people are introvert or extravert, we used a Dutch translation of the EPQ-R extraversion scale (Eysenck et al., 1985), consisting of twelve statements like “I like meeting new people”. For each statement respondents needed to indicate to what extent it characterized them on a 5-point likert scale. (Cronbach’s $\alpha = .88$).

Dependent variables.

Attitude toward the ad: Aad was measured using three 7-point semantic differential scales, anchored by the adjectives “bad–good”, “negative–positive” and “dislike–like” (Cronbach’s Alpha = .93).

Attitude toward the brand: Ab was also assessed by three 7-point semantic differential scales, anchored by the statements “Ghirardelli looks like a bad-good brand to me, “I don’t like-like Ghirardelli” and “I feel negatively-positively about Ghirardelli” (Cronbach’s Alpha = .90).

Purchase intention: To assess PI respondents were asked to rate the following three statements on a 7-point scale going from 1 (completely disagree) to 7 (completely agree): “it looks like a good idea to buy the brand Ghirardelli”, “it is very likely that, the next time I buy this product, I will choose the brand Ghirardelli” and “it is possible that I will once buy the brand Ghirardelli” (Cronbach’s alpha = .90).

Procedure

Data were collected from 157 participants, obtained from a consumer panel run by the online research agency, InSites. Participants, half women, half men were all higher educated Flemish people aged between 20 and 50 years. Participants were randomly assigned to one of the eight ads, meaning that each participant was exposed to only one ad. All respondents received a mail in which they were asked to fill out the questionnaire in a quiet room, where no interruption was possible and when they had enough time. After a short introduction to the researchers and the object of the research, participants were asked to carefully read the test ad and to answer some questions about the ad. Participants were assured that their answers would be handled completely anonymously. The questions following the ad contained the dependent measures and the manipulation checks.

RESULTS

The data were analysed using multiple regression. Based on the arguments of Irwin (2001) and Irwin and McLelland (2001), the continuous variables described above were used rather than categorical variables. They argue that any split of a continuous variable in categories is arbitrary and results in a loss of information. According to Irwin (2001) this is especially important for individual difference variables, because most of the personality traits are truly continuous and can only be measured by means of continuous scales. Furthermore, as

mentioned in the theoretical part, a person's level of extraversion is likely to influence to what extent they experience an emotion as being ego- or other-focused and to what extent they evaluate a product as being a privately or a publicly consumed product.

According to hypotheses 1 and 2, an ego-focused appeal is expected to score better than an other-focused one for a privately consumed product, whereas an other-focused appeal is expected to score better than an ego-focused one for a publicly consumed product. To test these hypotheses, a multiple regression analysis was run modeling the three dependent variables Aad, Ab and PI as a function of a) the focus of the ad-evoked emotion (focus), product type (product), and the interaction between focus and product (focus x product). To this end, the two independent variables were standardized. The estimates and the corresponding t-statistics for the different predictors are given in Table 1. The results indicate that the interaction effect between focus and product was significant for Aad ($p = .02$) and for Ab ($p = .00$), but not for PI ($p = .17$). For the interpretation of this interaction effect the instructions of Aiken and West (1996) were followed.

Table 1: Regression analysis modeling Aad, Ab and PI in function of focus and product

Aad				Ab			PI		
Adjusted R ² of the model				Adjusted R ²			Adjusted R ²		
0.042 ($p < .05$)				0.100 ($p < .001$)			0.031 ($p = .05$)		
PREDICTORS	ESTIMATE	T-STAT	P-VALUE	ESTIMATE	T-STAT	P-VALUE	ESTIMATE	T-STAT	P-VALUE
Constant	3.92	29.36	<.001	4.04	45.29	< .001	3.61	29.31	< .001
Focus	0.17	1.25	.21	0.15	1.65	.10	0.25	2.00	< .05
Product	0.22	1.62	.11	0.25	2.69	< .01	0.12	0.94	.35
Focus x product	0.28	2.30	.02	0.25	3.00	< .01	0.16	1.39	.17

The slopes of the different regression lines are given in Table 2, together with the standard error and the significance of the slopes and the standard error and the significance of the differences between the different pairs of slopes.

Table 2: Slopes of focus for different values of product

PRODUCT	Aad			Ab			PI		
	SLOPE	STAND	T-STAT	SLOPE	STAND	T-STAT	SLOPE	STAND	T-STAT
		ERROR			ERROR		FOCUS	ERROR	
MEASURES FOR SIMPLE SLOPES OF FOCUS FOR VALUES OF PRODUCT ^a									
1 (public product)	0.45	0.19	2.42	0.40	0.12	3.23	0.41	0.18	2.32
-1 (private product)	-0.11	0.18	-0.65	-0.10	0.12	-0.80	0.09	0.16	0.56
MEASURES FOR DIFFERENCES BETWEEN SIMPLE SLOPES ^b									
1 – (-1)	0.57	0.25	2.31	0.49	0.17	2.95	0.32	0.23	1.39

a: the measures for the simple slopes were calculated as proposed by Aiken and West (1996, p 17).

b: the measures for the differences between the simple slopes were calculated as proposed by Aiken and West (1996, p20-21).

When the product is perceived as a publicly consumed product, respondents evaluated the ads that evoke an other-focused emotion better than the ads that evoke an ego-focused emotion. In contrast, when the product is perceived as a privately consumed product, respondents evaluated the ads better when they evoke an ego-focused emotion rather than an other-focused emotion. T-statistics for the differences between the pairs of slopes (see Table 2) show that the effect of emotional focus on Aad and Ab is significantly different for the two product types ($t_{Aad} = 2.31$, $t_{Ab} = 2.95$). For PI, the effect of emotional focus did not differ significantly for the privately versus publicly consumed product. Although, the results for PI do follow the same trend as the results for Aad and Ab.

Further analysis of the simple slopes revealed that the positive slope for publicly consumed products (product = 1) was significant for Aad and Ab, but that the negative slope for the privately consumed product (product = -1) was not significant (see Table 2). Thus, the results of this regression analysis supported Hypothesis 1, however only for Aad and Ab. Furthermore, they show the tendency predicted by H2 for Aad and Ab, but here the effect was not significant.

In order to investigate whether this interaction effect of emotional focus and product type on the dependent variables is more pronounced for extravert than for introvert respondents, the

extraversion variable was included in the regression. Thus, the third hypothesis was tested using multiple regression, modeling the three dependent variables Aad, Ab and PI as a function of a) the focus of the ad-evoked emotion (focus), product type (product), people's level of extraversion (extra), and all possible interactions between the three, including the three-way interaction (focus x product, focus x extra, product x extra and focus x product x extra). The estimates and the corresponding t-statistics for the different predictors are given in Table 3. The results show that the three-way interaction effect between focus, product and extraversion was significant for Ab ($p = .01$, marginally significant for Aad ($p = .07$), but not significant for PI ($p = .15$).

Table 3: Regression analysis modeling Aad, Ab and PI in function of focus, product and extraversion

Aad				Ab			PI		
Adjusted R ²				Adjusted R ²			Adjusted R ²		
0.064 ($p < .05$)				0.140 ($p < .001$)			0.023 ($p = .165$)		
PREDICTORS	ESTIMATE	T-STAT	P-VALUE	ESTIMATE	T-STAT	P-VALUE	ESTIMATE	T-STAT	P-VALUE
Constant	3.95	29.79	< .001	4.06	46.38	< .001	3.63	29.11	< .001
Focus	0.20	1.51	.13	0.16	1.82	.07	0.25	1.99	< .05
product	0.18	1.27	.21	0.21	2.27	< .05	0.09	0.69	.49
Extra	-0.05	-0.39	.70	0.01	0.13	.90	-0.00	-0.03	.98
Focus x product	0.22	1.74	.08	0.18	2.22	< .05	0.11	0.96	.34
Focus x extra	-0.27	-2.07	< .05	-0.11	-1.30	.20	-0.01	-0.08	.94
Product x extra	0.13	0.98	.33	0.10	1.14	.26	0.07	0.61	.55
Focus x product x extra	0.22	1.85	.07	0.23	2.82	< .01	0.16	1.44	.15

Also for the interpretation of this three-way interaction effect the instructions of Aiken and West (1996) and Dawson and Richter (2006) were followed. Although the regression model and the three-way interaction effect were not significant for PI, this third dependent variable

was included when specifying the results, because the effects for PI do go in the same direction as for Aad and Ab. Figure 1 shows the three-way interaction effect for Aad, Ab and PI graphically. To create these graphs, a high and a low level of each of the independent variables were substituted into the regression equation. As recommended by Dawson and Richter (2006) and Aiken and West (1996), the graphs were created for values of one standard deviation below and above the mean of the variables. Because both variables are standardized, the effects at values -1 and 1 for the two variables were plotted.

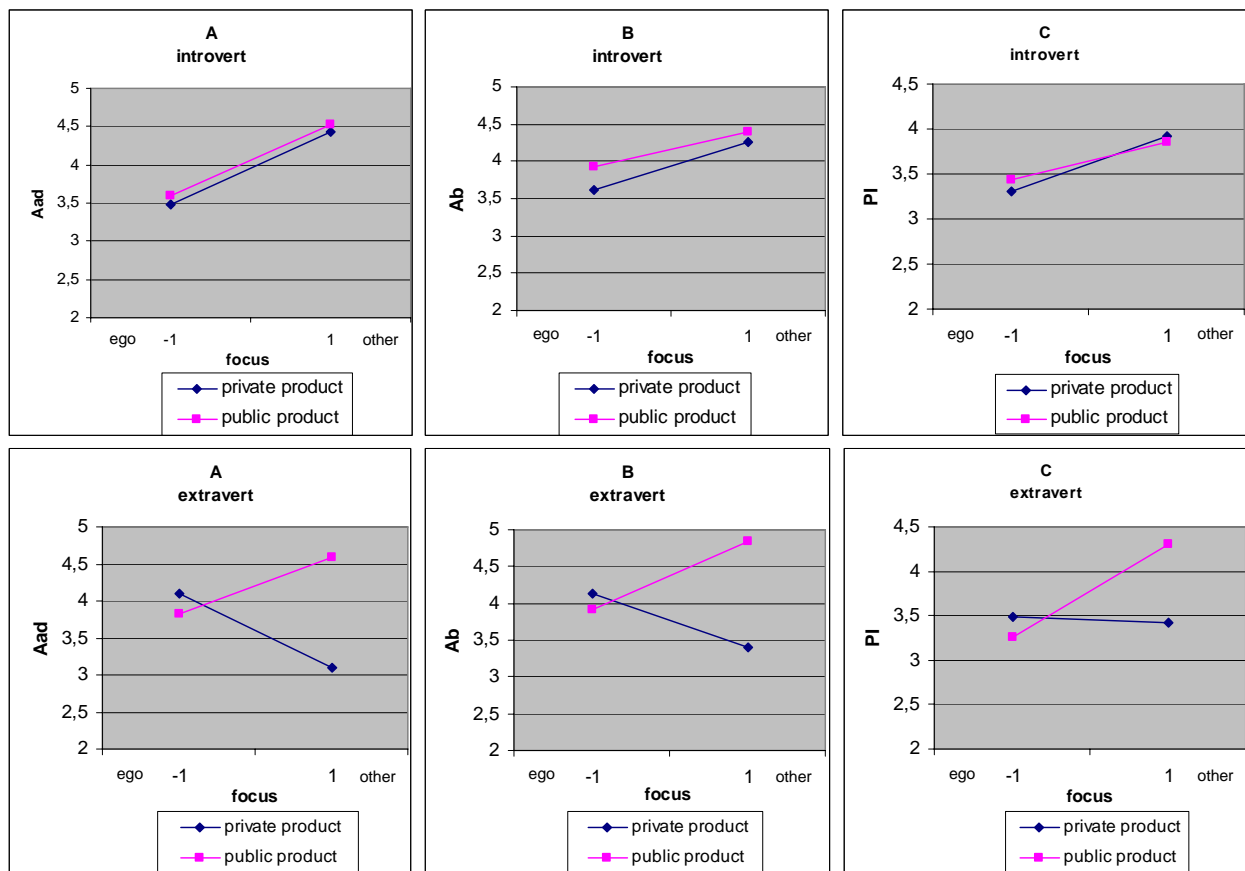


Figure 1: Three-way interaction between focus, product and extraversion

The slopes of the different regression lines are given in Table 4, together with the standard error and the significance of the slopes and the standard error and the significance of the differences between the different slopes.

Table 4: Slopes of focus for different values of extraversion and product

EXTRA	PRODUCT	SLOPE	Aad		SLOPE	Ab		SLOPE	PI	
			STAND ERROR	T-STAT		STAND ERROR	T-STAT		STAND ERROR	T-STAT
MEASURES FOR SIMPLE SLOPES OF FOCUS FOR VALUES OF EXTRAVERSION AND PRODUCT ^a										
1 (extra)	1 (public)	0.38	0.25	1.54	0.46	0.16	2.90	0.52	0.22	2.33
1 (extra)	-1 (private)	-0.51	0.23	-2.22	-0.36	0.16	-2.27	-0.03	0.21	-0.16
-1 (intro)	1 (public)	0.47	0.27	1.74	0.23	0.18	1.27	0.21	0.25	0.85
-1 (Intro)	-1 (private)	0.48	0.28	1.69	0.32	0.18	1.75	0.31	0.27	1.15
MEASURES FOR DIFFERENCES BETWEEN SIMPLE SLOPES ^b										
1 (extra)	1 – (-1)	0.88	0.51	2.80	0.82	0.35	3.73	0.55	0.47	1.91
-1 (intro)	1 – (-1)	-0.01	0.62	-0.03	-0.09	0.41	-0.34	-0.10	0.59	-0.28

a: the measures for the simple slopes were calculated as proposed by Aiken and West (1996, p 54).

b: the measures for the differences between the simple slopes were calculated as proposed by Dawson and Richter (2006, p919-921).

The graphs of the three-way interaction effects show that when the product was perceived as privately consumed, Aad, Ab, and PI decreased as the ad-evoked emotion was experienced as more other-focused. When the product was perceived as publicly consumed, Aad, Ab and PI increased as the ad-evoked emotion was experienced as more other-focused. However, this relation only emerged for extravert people. Indeed, the difference between the slopes for the privately and the publicly consumed product was only significant (almost significant for PI) for extravert people. For introvert respondents, the effect of emotional focus on Aad, Ab and PI did not differ for a privately versus a publicly consumed product. This finding is in line with H3, but goes even further in the sense that the interaction effect was not only less strong, it was even non-existing for introvert people. Furthermore, introvert people had a tendency (although not significantly) to prefer other-focused emotions over ego-focused emotions, irrespective of whether they rated the advertised product as privately or publicly consumed.

DISCUSSION

The objective of this study was to investigate the differential effectiveness of ego- versus other-focused emotional ads promoting a privately versus a publicly consumed product. Furthermore, we tested whether this effect was moderated by respondents' level of extraversion. For a privately consumed product, ego-focused emotional appeals were expected to score better than other-focused ones, whereas the reverse was expected for a publicly consumed product. This interaction effect was predicted to be stronger for extravert than for introvert people.

The results of this study partially supported the hypotheses. For Aad and Ab, the focus of the ad-evoked emotions did have a significantly different effect for the privately versus publicly consumed product. More specifically, when the product was perceived to be consumed in public, ads evoking an other-focused emotion were evaluated significantly more positively than those evoking an ego-focused emotion. When the product was perceived to be consumed in private, ads evoking an ego-focused emotion scored slightly, but not significantly better than ads evoking an other-focused emotion. Results for PI followed the same trend as for Aad and Ab, although the interaction effect for this variable was not significant.

In line with hypothesis 3, this interaction effect was only present for extravert people. Extraverts are more outward looking, and have an underlying preference for social interaction, in the sense that they are constantly searching for social attention, whereas they dislike and actively try to avoid individual moments. Introverts, on the other hand, are believed to both enjoy solitary situations and (more confined) social situations. Being more occupied with this sociability feature, the distinction between ego-focused and other-focused emotions as well as the distinction between privately and publicly consumed products were probably more salient and more important for extraverts than for introverts. Being more occupied with this sociability feature, extraverts probably experienced the incongruence between a public product and an ego-focused emotion and between a private product and an other-focused emotion as more pronounced, leading to a detrimental effect on ad and brand attitudes. For introverts, whose minds are less occupied with this sociability dimension, the combination of a public product and an ego-focused emotion and of a private product with an other-focused emotion was probably perceived as far less incongruent.

Introverts appeared to be influenced slightly more by ads evoking other-focused rather than ego-focused emotions regardless the type of product. Although counterintuitive at first sight, this could perhaps be explained as follows. As mentioned before, introvert people attach great

importance to significant others like close family or intimate friends (Ashton, Lee and Paunonen 2002). The advertisements evoking an other-focused emotion picture situations that can be interpreted as situations with close friends. If these ads would have pictured a more general social context (e.g., when a larger group of people would have been pictured, or when the others would have been described as casual acquaintances) introvert people could have evaluated the ads and the brands more negatively.

The results of this study show that next to the pleasure and arousal dimensions of emotions, also the ego- versus other-focus dimension is important in explaining differential effects of ad-evoked emotions. Furthermore, the results are in line with the general trend to treat people's personality in terms of a framework that determines the way they process information and evaluate stimuli (Mooradian 1996).

From a practical point of view, the results of this study are very relevant. Not all emotions are appropriate to promote just any product or to persuade just any consumer. Before creating emotional advertisements, marketers need to determine the characteristics of their products and try to discover the main personality traits of their target group.

LIMITATIONS AND FUTURE RESEARCH

Although most of the results support our hypotheses, not all effects were significant. Perhaps the effects would be stronger if ads were created with more extreme levels of ego- and other-focused emotions, if products are included that are more extremely rated on the private-public scales or if more respondents were included into the sample.

In this study we used a chocolate bar as an example of a privately consumed product and a box of chocolates as an example of a publicly consumed product. To make sure that our results are generalizable to all privately and publicly consumed products, more products should be tested. It is possible, for example, that the congruency effect that we found would be stronger for high involvement, luxury or status products than for low involvement or convenience products. Furthermore, other personality characteristics like neuroticism and need for uniqueness or even cultural differences like individualism/collectivism could moderate the interaction effect between ad-evoked emotions and product type. Finally, other dimensions of emotions like the certainty dimension could be taken into account when investigating the appropriateness of emotions to promote specific products. An uncertain

emotion of hope, for example, might be appropriate in an ad for a lottery product, whereas it seems more appropriate to evoke a certain emotion when advertising bank services.

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