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Deliver knowledge or touch the mind? The effect of informational and emotional advertisement strategy on fashion sportswear brand attitude and recall

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Deliver knowledge or touch the mind? The effect of informational and emotional advertisement strategy on fashion sportswear brand attitude and recall

提供知识或联系思想? 信息和情感广告战略运动服装品牌态度和回想的影响

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The purpose of the present study is to investigate the effect of advertisement strategy (informational, positive emotional, negative emotional) and brand awareness (high, low) on brand name recall and change in brand attitude. The study extends previous research by focusing on fashion sportswear brands and including personal involvement toward fashion sportswear as a moderating variable. Online survey participants were divided into two groups; one group viewed ads featuring high-awareness brands' logos and the other viewed ads from a low-awareness brand. Results indicated that compared to informational ad strategy, emotional ad strategies led to greater change in brand attitude. Also, positive and negative change in brand attitude after viewing positive and negative emotional ads depended on the brand awareness. The findings of the present study emphasize the importance for brands of raising brand awareness and utilizing emotional advertisement strategies.

Keywords: informational advertisement; emotional advertisement; brand recall; brand attitude; advertisement assessment

时尚服装已经从一个只有运动员市场发展为主流时尚的一部分(Dawes, 2009)。当运动产品组成为消费的“时尚”，情感属性，如审美设计或品牌情感依恋，在强调功能优势之上。事实上，一些时尚运动品牌是已经成为全球消费者面前的时尚高度标志；耐克是一个著名的例子。Marc Gobe，突出营销的作者，说，“耐克是情感品牌的一个很好的例子。它使用品牌故事使时尚运动接触非运动员，不仅仅是成功，也是能源和决心。”(Bouwman, 2008)。基于时尚运动装的实用和享乐属性，信息广告，其目的是提供实用和功能性上的优势，以及情感广告，其目的是为了达到消费者心目中的享乐目的，这是目前研究的主要重点。本研究的目的是为时尚运动品牌营销确定有效的广告战略。研究表明，广告公司长期以来一直认为，广告执行方式(情感广告 v.s 信息广告)是战略广告管理的一个有用的工具(Chandy, Tellis, MacInnis, & Thaivanich, 2001; MacInnis, Rao, & Weiss, 2002)。本研究旨在探讨与广告战略有效性的两个相关变量：品牌态度和品牌回想的变化。品牌态度，这个定义对品牌来说就如同为判断一个人的好坏(Park, MacInnis, Priester, Eisingerich, & Iacobucci, 2010)，已被确定为营销学中购买意愿，品牌资产，品牌爱，品牌忠诚度，口碑，和抵抗负面信息结果等方面的关键因素(Part et al, 2010; Batra, R., Ahuvia, A. & Bagozzi, R, 2012)。同时，品牌实力的一个重要因素是，当问及属于哪个种类的品牌时消费者能够回想起这个品牌(Haugtvedt, Leavitt & Schneier, 1993)。

信息性和情感性的广告战略和他们对不同品牌的措施的效果已被选定为现存的和正在进行的研究的一个热门的研究课题。因此，在本研究中，将不同的广告策略应用到时尚运动服装市场进行检验。目的是将结果推广到同样拥有实用性和享乐型特点的其他产品类别。

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虽然很少有关于此主题的研究,了解在信息性和情感性的广告战略在时尚运动服装市场的影响有两个重要原因。第一,不像其他功能类别的产品如牙膏,时尚运动产品有享乐和实用的特点。由于时尚运动服装消费者使用产品时普遍期待产品具有功能和美学的两种优越性,所以时尚运动产品类别更适合测试集中实用优越性的信息广告,和集中提供感受和审美价值的情感广告提供实用的优越性和情感广告的影响。第二,时尚运动装市场反映了一种高速增长潜力市场增长的产品类别。运动时装行业的销售代表一个庞大且不断增长的全球市场,运动时装不仅适用于体育活动也适用于日常生活 (Ko, Taylor, Sung, Lee, Wagner, Navarro & Wang, 2012)。根据Euromonitor International (2013)进行的运动服饰市场调研,全球体育用品市场规模在2012年超过2440亿,在美国运动服饰市场总值800亿美元的情况下,包括对最大的46个国家的分析。

本研究的目的是探讨广告策略(信息、积极情感、消极情感)和品牌意识(高、低)对品牌回想和品牌态度变化的影响。之前的研究专注于运动服装品牌,包括个人参与对运动服装作为调节变量。

两个在线调查主题之间的分布式实现2 x 3实验,共有394名年龄在18岁及以上的大学生参加了这项研究。参与者被分成两组,其中一组观看广告意识高的品牌标志和另一组观看广告意识较低的品牌标识。

结果表明,与低感知品牌相比,高知名度品牌有更高的品牌回想。然而,查看信息和积极情感广告后,品牌回想高知名度品牌并非不同于低品牌意识。信息广告策略与情感广告策略相比导致更大的品牌态度变化。当消费者没有意识到品牌的情况下,查看信息广告和积极情感广告后,品牌态度变化更大。然而,在观看消极情绪的广告后,品牌态度没有显著变化。

结果显示广告策略对品牌回想没有影响,品牌参与对品牌回想或品牌态度的变化没有显著影响。本研究的结果强调,提高品牌知名度和接触消费者的重要性。首先,研究结果表明,品牌就应该得到高初始品牌知名度以达到高品牌回想的印刷广告。结果还表明,营销人员可能需要使用情感广告策略,他们的目标是改变消费者对品牌的态度。第三,对于品牌意识低的消费者,营销人员可能需要实施积极的情感广告战略来实现更高的品牌回想。最初的品牌知名度和广告效果取决于不同的策略导致不同的营销结果,建议营销人员了解他们的预期市场输出,消费者的需求和品牌认知,为他们的品牌选择最有效的广告策略。

关键词: 信息广告; 情感广告; 品牌回想; 品牌态度; 广告评估

1. Introduction

Fashion sportswear has grown from an athlete-only niche market to a part of mainstream fashion (Dawes, 2009). When sportswear products are consumed as “fashion”, emotional attributes, such as aesthetic design or emotional brand attachment, are emphasized in addition to functional superiority. In fact, some fashion sportswear brands are said to have become highly iconic to global fashion consumers; Nike is a well-known example. Marc Gobe, a prominent marketing author, says: “Nike is a good example of an emotional brand. It made fashion sportswear accessible to non-sportspeople with a brand story that inspired not just success but energy and determination” (in Dawes, 2009). Based on the understanding of utilitarian and hedonic attributes of fashion sportswear, *informational ads*, which aim to deliver utilitarian and functional superiority, and *emotional ads*, which aim to touch consumers’ minds for hedonic purposes, are set as the main focus for the present study. The purpose of the present study is to determine the effectiveness of advertising strategies when marketing fashion sportswear brands. Studies indicate advertising agencies have long recognized that ad execution format (emotional advertisements vs. informational advertisements) is a useful tool for strategic advertising management (Chandy, Tellis, MacInnis, & Thaivanich, 2001; MacInnis, Rao, & Weiss, 2002). The present research aimed to examine two dependent variables related to

advertising strategy effectiveness: change in brand attitude and brand recall. Brand attitude, defined as a person's judgment of the goodness or badness of a brand (Park, MacInnis, Priester, Eisingerich, & Iacobucci, 2010), has been identified by marketing scholars as a key antecedent to purchase intention, brand equity, brand love, brand loyalty, word of mouth, and resistance to negative information as outcomes (Park et al., 2010; Batra, Ahuvia, & Bagozzi, 2012). Another important determinant of brand strength is the likelihood that a consumer will recall a brand name when questioned about brands belonging to a certain product category (Haugtvedt, Leavitt, & Schneier, 1993).

Informational and emotional advertisement strategies and their effects on various brand measures have been chosen as a popular research topic for extant and ongoing research. Therefore, in the present study applications of different advertisement strategies to the fashion sportswear market are examined. The purpose is to extend the result to other product categories that have both utilitarian and hedonic features.

Although few studies have been conducted regarding this research topic, understanding the effect of informational and emotional advertisement strategies in the context of fashion sportswear is significant for two reasons. First, unlike other functional product categories such as toothpaste, fashion sportswear products have both hedonic and utilitarian features. Since fashion sportswear consumers generally expect both functional and aesthetic superiority when using the product, the fashion sportswear product category is suitable for use when measuring the effect of informational advertisements that focus on delivering utilitarian superiority and emotional advertisements that value more on feeling and aesthetics. Second, the fashion sportswear market reflects a product category with high market growth and potential. The fashion sportswear industry represents a large and growing market worldwide, with the use of fashion sportswear becoming appropriate not only for sports activities but also for daily life (Ko et al., 2012). According to sportswear market research conducted by Euromonitor International (2013), the global sportswear market exceeded US\$244 billion in 2012, with the US sportswear market valued at US\$80 billion, the largest of the 46 countries included in the analysis.

2. Literature review

2.1 Fashion sportswear market

The term *sportswear* encompasses apparel that is designed and specifically purchased for use in active sports, fitness-oriented apparel bought for general lifestyle usage, and lifestyle apparel bearing team or league logos (Chi & Kilduff, 2011). Fashion sportswear products have both utilitarian and hedonic features as they seek to offer both high functionality and aesthetically pleasing design. Based on such unique characteristics of fashion sportswear, both informational and emotional advertisement strategies are widely executed in the fashion sportswear market and the terms "hedonism" and "utilitarianism" are adequate when investigating the underlying intention of fashion sportswear product purchase behaviors. According to Voss, Spangenberg, & Grohmann's (2003) definitions, hedonism refers to being sensation-driven in the experience of purchasing or consuming a product or service whereas utilitarianism refers to the functions performed by the product or service. According to Bouwman's (2008) study, Nike is a well-publicized example of a brand that made fashion sportswear accessible to non-sportspeople by building emotional brand attachment. Like Nike, many fashion sportswear brands aim to deliver functional and utilitarian features that are superior to those of their competitor brands, as well as to create strong emotional brand attachment by developing fashion-oriented and aesthetically pleasing design (Bouwman, 2008). Accordingly, the fashion sportswear

product category, having both features of hedonic fashion products and utilitarian functional clothing, is selected as an appropriate product category for this research, which measures the effects of informational and emotional advertisements. The study included a range of fashion sportswear brands, regardless of their fashion or function orientation.

2.2 Advertisement strategies: informational, positive emotional, negative emotional ads

According to theories of advertising, advertising appeal is defined as the approach used to attract the attention of consumers and to influence consumers' feelings toward a product, service, or cause (Belch, Belch, Kerr, & Powell, 2008). Advertising appeals can be categorized as: (1) informational/rational appeals, and (2) appeals that aim to transform personal states and feelings, such as transformational ads (Belch & Belch, 2012). The role of advertising is twofold. Brands advertise to give information to people about their product and brand, and to persuade and make people want to purchase the product (Ehrenberg, 2000). According to Dens and De Pelsmacker (2010), advertising execution strategies are categorized into informational ("thinking") versus emotional ("feeling") appeals.

Informational or rational appeals focus on consumers' practical, functional, or utilitarian need to use the product or service and emphasize the features of the product or services and/or benefits of or reasons for owning or using a particular brand. The informational/rational appeal message emphasizes facts, learning, and the logic of persuasion. Rational motives can be used as the basis for advertising that appeals to consumers on the basis of comfort and convenience, economy, health, touch, taste, smell, quality, dependability, and durability (Belch & Belch, 2012). Informational ads aim to enter potential customers' memory, which creates the connection between advertising inputs and behavior (Ambler & Burne, 1997). However, some studies show that emotion-based ads are better remembered than non-emotional messages (Belch & Belch, 2012). Both emotional and informational advertisements are common in the fashion sportswear market. In the present study, accordingly, the controversy in the literature regarding the effect of emotional and informational advertisement strategies on brand recall is tested in the context of the fashion sportswear market.

H1: Recall of brand name will be higher after viewing informational ads than emotional ads.

According to theories of consumer behavior, informational appeals inform consumers of one or more key benefits of the advertised product and/or brand, while emotional appeals are aimed at evoking emotion in consumers (Johar & Sirgy, 1991). Advertisements using humor, sex, and other forms of appeal that are entertaining, arousing, upbeat, or exciting can affect the emotions of consumers and put them in a favorable frame of mind (Belch & Belch, 2012). Emotional advertisements can evoke a wide range of emotional responses, from disgust to happiness (Solomon, 2011). The present study adopted the positive/negative categorization of emotional ads referred to by Burke and Edell (1989).

2.3 Personal involvement

Involvement generally refers to a person's perceived relevance of the focal object based on inherent needs, values, and interests (Zaichkowsky, 1994). Involvement with a product is positively related to purchase decision involvement, consumption involvement, and

advertising involvement (Goldsmith, Flynn, Goldsmith, & Kim, 2013). When consumers perceive an advertisement, they go through selective attention, comprehension, and retention processes. The level of each selective process is likely to depend on the involvement the person has toward the object. High product involvement tends to engender central processing, meaning consumers will exert the cognitive effort required to evaluate the issue-relevant arguments presented to them (Brown, Homer, & Inman, 1998; Petty & Cacioppo, 1986). According to Hahn and Kim (2013), product or brand interest is closely related to purchase involvement and attention to ad message.

The present study partially adopts and extends a previous work by Dens and De Pelsmacker (2010) and applies to the fashion sportswear context. In Dens and De Pelsmacker's (2010) study, two different product categories (a laptop, representing the high-involvement product category, and a candy bar, representing the low-involvement category) were used to conduct an experiment to study the effect of informational and emotional advertising appeals. In contrast to Dens and De Pelsmacker's (2010) study, the present study measured the effect of product involvement level within the same product category (fashion sportswear). Dens and De Pelsmacker viewed involvement as a product attribute, whereas the present study viewed involvement as a consumer's individual characteristic. Zaichkowsky's (1994) Personal Involvement Inventory (PII) scale was adopted to measure the moderating effect of product involvement on the relationship between advertisement strategy and brand name recall.

H2: Consumers' involvement in the fashion sportswear product category will moderate the relationship between advertisement strategy and brand name recall.

2.4 Brand awareness and familiarity

Brand equity is an important factor for a fashion sportswear brand to succeed (Zhang, Ko, & Kim, 2010). According to theories of advertising and promotion management, brand awareness is a dimension of brand knowledge related to the strength of the brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions (Rossiter & Percy, 1997). In particular, brand name awareness relates to the likelihood that a brand name will come to mind, and the ease with which it does so (Keller, 1993). The more experience a consumer has with a product, the better use she will make of product information (Johnson & Russo, 1984). This widely confirmed relationship between awareness and recall is retested to provide a preliminary analysis for further hypothesis testing.

H3: Brand name recall will be higher when consumers are more highly aware of the brand.

Brand awareness is measured in the pretest, adopting Lehmann, Keller, and Farley's (2008) brand equity scale (*I am aware of this brand, I am quite familiar with this brand, I have heard of this brand*) to categorize brands into high and low-awareness groups.

2.5 Brand recall

Measures such as advertising awareness prompted by brand names and detailed recall have been popular for most of the advertising tracking studies carried out in the past 20 years (Heath & Nairn 2005). Since recall and memory bridge the advertising input and actual consumer behavior (Ambler & Burne, 1997), brand recall is selected as an adequate item to measure the effect of an advertisement. In the study by Dens and De Pelsmacker (2010),

the interaction between brand familiarity and advertisement strategy showed that familiar brands were recalled better than unfamiliar brands in terms of negative emotional appeal, but the gap was insignificant for positive emotional appeal. In this study, the interaction effect of brand awareness and advertisement strategy is studied in the context of fashion sportswear brands' ads.

H4: Brand name recall will vary as a function of brand awareness and advertisement strategy.

Although familiar brands are generally more easily recalled, unfamiliarity of the brand may lead to 'more effective' results in some situations, according to previous research. For example, according to Fedorikhin and Cole's (2004) study, the feelings an ad generates can directly affect product attitude, especially if the brand is unfamiliar to consumers. That is, when consumers have preexisting attitudes toward a brand, moods do not easily change these attitudes (Fedorikhin & Cole, 2004).

H5: Change in brand attitude will vary as a function of brand awareness and advertisement strategy.

2.6 Brand attitude

According to Yoo and MacInnis (2005), ads with emotional execution heighten positive feelings and reduce negative feelings, then enhance thoughts about the credibility of the ad, in turn affecting ad attitudes and brand attitudes. The present study intends to add to Yoo and MacInnis' findings by studying this relationship in the fashion sportswear market.

H6: Change in brand attitude will be greater after viewing emotional ads than after viewing informational ads.

Brand attitude may also be different depending on consumers' involvement with the products. Consumers who are highly involved may seek out information about products in their purchase decision process. Therefore, the moderating effect of involvement on brand attitude was also tested.

H7: Consumers' involvement in the fashion sportswear product category will moderate the relationship between advertisement strategy and change in brand attitude. For high-involved consumers, an informational ad strategy will lead to greater change in brand attitude than an emotional ad strategy.

3. Method

A 2x3 between-subject research design with two levels of brand awareness (high brand awareness/low brand awareness) and three different advertisement strategies (informational, positive emotional, negative emotional strategies) was implemented. The key dependent variables were brand name recall and change in brand attitude (brand attitude was measured before and after ad exposure to measure the change). Besides the main effect, individuals' personal involvement with the fashion sportswear product category was measured to check the moderating effect of the personal factor. Online survey questionnaires were distributed to the participating students, who were enrolled in business and design courses in a US university, and extra credit was given to encourage participation.

Two pretests were conducted to validate high and low brand awareness and to select printed ads that represented each strategy (positive emotional, negative emotional, informational). Printed advertisements were selected through general internet search engines such as Google Image (image.google.com), Getty Image, and Naver Image (naver.com), and specialty magazines including *ESPN*[®] and *Sports Illustrated*[®]. The type of information included in the ads and emotions related to each ad were jotted down by the researcher to classify the advertisements into three different groups: informational ads, positive emotional ads, and negative emotional ads. Execution strategies for each ad were also validated through pretest. After selecting the ads, two online survey sets were developed and distributed to separate participant groups through campus email addresses. One group was provided three ads with high-awareness brands' logos (Survey #1: Columbia Sportswear Company[®], REI[®], and Nike[®]), and the other group viewed the same three ads modified with low-awareness, international brands' logos (Survey #2: Scelido[®], EXR[®], and Hazzys Sport[®]). The same ads were used within each group to control for advertisement content and quality.

Both survey sets followed the same procedures. First, the brand logos were shown and initial brand attitude was measured. Subsequently, images of printed advertisements were shown and after the ad exposure, brand recall and change in brand attitude were measured. Brand recall was measured by providing the ad image that was previously shown in the questionnaire, but with brand name and logo completely erased. Also, brand attitude was measured once again, to examine the change in brand attitude after viewing the ad image. The total number of participants was 229, and 210 valid responses were collected for Survey #1 (high awareness brands). For Survey #2 (low-awareness brands), there were 165 total participants and 151 valid responses.

Several methodological limitations can be noted. Due to the limited number of ad images and the short space of time between ad exposure and recall, brand name recall may not appropriately reflect the real market situation in which consumers are exposed to a great number of ads simultaneously. Additionally, since ad image was provided along with the brand name and logo, a confounding effect between ad strategy and brand may have taken place. That is, the brand image previously built may have affected how individuals perceived each advertisement stimulus.

4. Results

In between-subject experimental research, each participant viewed three advertisements in randomized order but only the response to the first advertisement was analyzed. An overall correlation matrix is provided to show significant relevance between brand attitude change

Table 1. Correlation matrix for variables.

Variables	Mean	Std. Dev	Inter-construct correlations				
			Ad strategy	Aware-ness	Recall	Attitude change	Involve-ment
Ad Strategy	n/a	n/a	1				
Awareness	n/a	n/a	-.069	1			
Recall	.9304	.25489	-.054	.099	1		
Attitude change	-.0267	.97702	-.446**	.171**	.003	1	
Involvement	3.9658	.67534	.048	.026	.061	.014	1

** Correlation is significant at the 0.01 level (2-tailed).

Table 2. Result from Chi-square test for brand recall and awareness for informational strategy.

Informational strategy			Initial brand awareness		χ^2/p
			Low	High	
Brand name recall	Wrong	Count (% within aware)	4(7.4%)	2(2.6%)	1.680/.191
		Expected count	2.5	3.5	
	Correct	Count (% within aware)	50(92.6%)	75(97.4 %)	
		Expected count	51.5	73.5	
Total % within aware			100%	100%	

Table 3. Result from Chi-square test for brand recall and awareness for positive emotional strategy.

Positive emotional strategy			Initial brand awareness		χ^2/p
			Low	High	
Brand name recall	Wrong	Count (% within aware)	3(7.5%)	7(9.6%)	.140/.501
		Expected count	3.5	6.5	
	Correct	Count (% within aware)	37(92.5%)	66(90.4%)	
		Expected count	36.5	66.5	
Total % within aware			100%	100%	

Table 4. Result from Chi-square test for brand recall and awareness for negative emotional strategy.

Negative emotional strategy			Initial brand awareness		χ^2/p (2-sided)
			Low	High	
Brand name recall	Wrong	Count (% within aware)	8(14.0%)	1(1.7%)	6.040/.015
		Expected count	4.5	4.5	
	Correct	Count (% within aware)	49(86.0%)	57(98.3 %)	
		Expected count	52.5	53.5	
Total % within aware			100%	100%	

and ad strategy and brand attitude change and brand awareness. For hypothesis testing, one-way ANOVA, regression, Chi-square test, and *t*-test were conducted (see Table 1).

A one-way ANOVA was run to test the effect of ad strategy on brand name recall. Brand name recall did not vary depending on ad strategy ($p = .389$; H1 was rejected). Results from the regression analysis indicated no moderating effect of involvement on the relationship between ad strategy and recall was found ($p = .427$ for significant F change; H2 was rejected). As supported by previous literature, more participants recalled the brand name correctly after viewing high (vs. low) awareness brands ($p = 0.48$, 90.1% correct recall for low-awareness brands; 95.2% for high awareness; H3 was supported). Chi-square analyses were conducted to test the interacting effect of brand awareness and ad strategy on brand name recall and the results showed that in the condition of negative emotional ads, high initial brand awareness led to high recall ($p = .015$, $\chi^2 = 6.040$); however, no relationship between brand awareness and brand name recall was found for

Table 5. Result from independent sample *t*-test for H5.

	Attitude change (AfterAtti-InitialAtti)				t-value	p-value (2-tailed)
	Mean		Std. Deviation			
	Low aware	High aware	Low aware	High aware		
Informational ad	.4856	.1923	.58	.48	3.148	.002
Positive emotional ad	.9000	.0439	1.0	.67	13.775	.000
Negative emotional ad	-.6384	-.9526	1.11	1.04	1.555	.123

- Attitude Change = AfterAtti-InitialAtti
- AfterAtti: Attitude after viewing the ad
- InitialAtti: Initial attitude before viewing the ad
- (1: negative attitude ~ 5: positive attitude)

Table 6. Result from one-way ANOVA, supporting H6.

Dependent variable	Ad strategy	Mean	Std. Deviation	F-value /P-value	Dunnett's T-3
Attitude Change	Informational ad(a)	.3096	.538	66.749/000	b > a > c
	Positive emotional ad(b)	.3443	.896		
	Negative emotional ad(c)	-.7982	1.085		

- Attitude Change = AfterAtti-InitialAtti
- AfterAtti: Attitude after viewing the ad
- InitialAtti: Initial attitude before viewing the ad
- (1: negative attitude ~ 5: positive attitude)

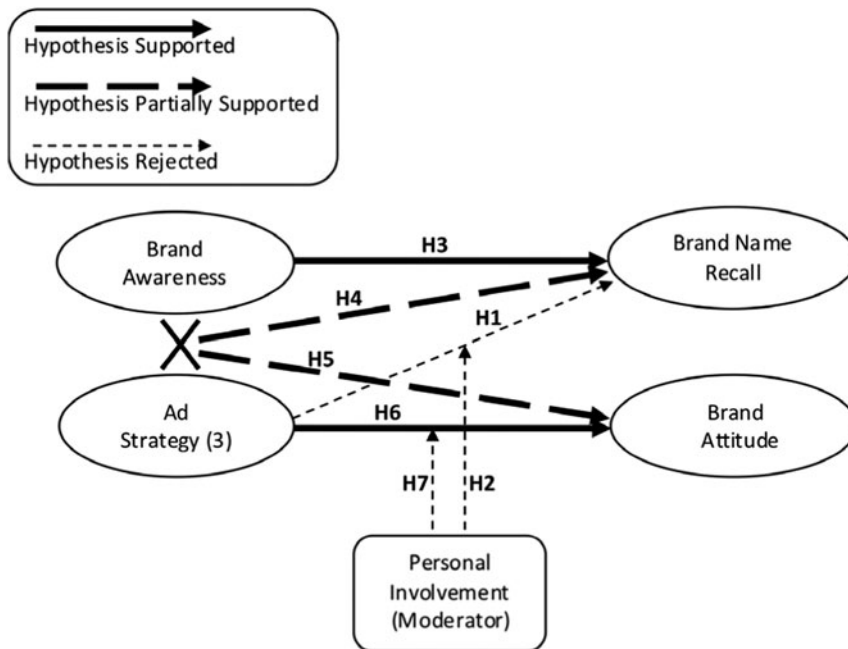


Figure 1. Model and results from hypothesis testing.

Table 7. Items from Yoo & MacInnis' (2005) Brand Attitude Scale.

Items		
1.	Like	Dislike*
2.	Positive	Negative
3.	Good	Bad*
4.	Favorable	Unfavorable

Table 8. Items from Zaichkowsky's (1994) Revised Personal Involvement Inventory.

Items		
1.	Important	unimportant*
2.	Boring	interesting
3.	Relevant	irrelevant*
4.	Exciting	unexciting*
5.	Means nothing	means a lot to me
6.	Appealing	unappealing*
7.	Fascinating	mundane*
8.	Worthless	Valuable
9.	Involving	uninvolving*
10.	Not needed	Needed

informational ads and positive emotional ads ($p = .191$ and $.501$ respectively; H4 was partially supported; see [Tables 2–4](#)).

Change in brand attitude varied as a function of brand awareness and advertisement strategy. Greater change in brand attitude was found for participants viewing low-awareness brands' ads than for those viewing high awareness brands' ads for both informational advertisements and positive emotional advertisements ($p = .002$ and $.000$, respectively). When participants viewed negative emotional ads, brand attitude change did not vary between high-awareness brands and low-awareness brands ($p = .123$; H5 was supported; see [Table 5](#)).

Greater change in brand attitude was found for participants viewing emotional ads than those viewing informational ads (H6 was supported; see [Table 6](#)). Results from one-way ANOVA showed that brand attitude change was significantly different among different strategies ($p = .000$) and the absolute mean attitude change was the highest for negative emotional ads, followed by positive emotional and informational ads ($-.7982$, $.3443$, and $.3096$, respectively), showing that emotional ads led to more significant attitude change. Lastly, the moderating effect of involvement on the relationship between ad strategy and change in brand attitude was tested. Regression analysis indicated that involvement did not moderate the relationship between ad strategy and brand attitude change ($p = .400$; H7 was rejected; [Figure 1](#)).

5. Discussion, conclusions, and implications

The purpose of the present study was to investigate the effect of advertisement strategy on brand recall and brand attitude change. The study extends the previous research by Dens and De Pelsmacker (2010), which examined the effect of advertising strategy on brand recall, by adding *change in attitude*, *brand awareness*, and *personal involvement* as

additional variables. In addition, the present study fills the gap in the extant literature by focusing particularly on fashion sportswear advertising. Several conclusions emerge with respect to the effectiveness of different ad strategies, and finally the importance of moving consumers' minds is emphasized. The results provide implications for both fashion sportswear marketers and consumer behavior studies.

Certain results were consistent with previous studies. First, as with previous research, the results of the present study demonstrated that regardless of ad strategy, high brand awareness leads to higher brand name recall in general (H3). This result not only emphasizes the importance of increasing consumers' brand awareness but also suggests the relevance of the question "How can brands enhance awareness?". According to Aaker (1996), there are six levels of awareness: recognition ("have you heard of the Buick Roadmaster?"), recall ("what brands of cars can you recall?"), top-of-mind (the first-named brand in a recall task), brand dominance (the only brand recalled), brand knowledge ("I know what the brand stands for"), and brand opinion ("I have an opinion about the brand"). It is also suggested that for new or niche brands, recognition can be important, while for well-known brands recall and top-of-mind are more sensitive and meaningful (Aaker, 1996). For future research, the effects of different levels of brand awareness can be studied to measure their effect on recall of new/well-known brands.

Second, for the participants in the present study, emotional ads were found to be more effective in changing consumers' attitude compared to informational ads (H6). The result supports the previous literature's findings that a viewer's feelings influence attitude toward ad and brand (Solomon, 2011), and emotional ads more directly affect ad attitudes and brand attitudes compared to informational ads (Yoo & MacInnis, 2005). This result emphasizes the importance of "moving consumers' minds" rather than "delivering information", answering the question in this article's title: deliver knowledge or touch the mind?

Third, the results supported previous research with regards to the interaction effect of ad strategy and awareness on brand name recall. Higher brand awareness led to higher recall after viewing negative emotional ads, but no significant relevance was found with regard to positive emotional ads (H4). Although the interpretation should not be overreached as the result showed high recall for all ads and brands, the result may still suggest that positive emotional ads are suitable for new brands with low brand awareness to achieve higher brand recall. This result is consistent with the previous study, which stated that positive emotional appeals are capable of increasing brand recall for new brands while negative emotional appeals lead consumers to be either too highly engaged in processing the ad's execution or to turn away from the ad before capturing the new brand name (Dens & De Pelsmacker, 2010).

On the other hand, certain results were inconsistent with past research. First, type of advertising strategy was not found to have a direct effect on brand name recall in this study (H1). Previous studies show that ads containing a great amount of information interrupt consumers' successful processing of the brand name, negatively affecting brand recall. Although a similar result was expected, there was no significant difference in brand recall in this study and brand recall was significantly high for all ads and brands. There are two possible reasons for this. In this experimental setting, there was only a few minutes between the point of ad exposure and brand name recall, causing ease of recall. Another reason is that a limited number of ads was shown to each participant, enabling the participants to correctly recall most of the brand names.

Second, previous studies indicate that emotion derived from ads leads to more change in attitude when consumers are unfamiliar with a brand, since consumers' preexisting

attitude may block additional cognitive processing (Fedorikhin & Cole, 2004). The present study aimed to extend the research by categorizing emotional ads into positive and negative emotional ads. As a result, after viewing a positive emotional ad, there was a greater change in attitude toward low-awareness brands, but after viewing negative emotional ads, there was a greater change in attitude toward high-awareness brands. That is, only results for positive emotional ads were consistent with previous studies. This may have been the result based on the confounding effect between advertisement and brand name. Nike, a brand that has exclusively high brand equity and a positive brand image, was selected as the negative emotional ad stimulus. The initial attitude toward the Nike brand may have been significantly more positive than that toward other brands, possibly exaggerating the negative effect of the ad. That is, consumers who were fond of the brand may have gone through an emotional “shock” after viewing the ad, resulting in a greater negative change in attitude.

Third, involvement was not found to have any moderating effect on the relationship between ad strategy and change in attitude (H7). The result fails to support the previous research indicating that highly involved consumers tend to seek out rational information which increases positive brand attitude. Since involvement was not proven to be an adequate moderating variable representing personal characteristics of a consumer, other moderating variables, such as utilitarian/hedonic shopping motivation or cognitive/affective grouping from the Personal Involvement Inventory scale (Zaichkowsky, 1994), are suggested for future research.

The validity of the present study has been strengthened by conducting pretests and reflecting the results to improve the method of the actual tests. Participants’ awareness of each ad was measured in the pretest and the ones with high awareness were excluded in the actual test. This was done to minimize the effect of the participants’ preconceptions about a certain ad or a brand. Also, through this process, we could utilize real ads that are not highly aware to the participants. This solved two potential problems. Firstly, by using real ads, we could achieve external validity. Secondly, by using the less aware ads, we could minimize the brand-related biases. Besides ad awareness, pretest also measured brand awareness and ad strategy to categorize the ad stimuli for the actual tests. Results from the pretest provided guidelines, understandings, and insights for the present study.

The present study fills the gap in the previous research by measuring the effect of emotional and informational advertisements specifically in the context of the fashion sportswear market. Although a significant amount of experimental research has been conducted in the emotional advertising field, none of these studies focused on fashion sportswear brands. Application to a new product category will allow scholars to generalize the results to other product categories, such as the high fashion market. Also, this study incorporated various variables ranging from individual consumer factors such as personal involvement to tactical marketing factors such as ad execution strategy. By supplementing the existing theoretical models with different variables, the present study aimed to understand consumer behavior from a more diverse perspective.

There are several applied implications for the marketers of fashion sportswear brands. First, the results imply that high initial brand awareness is a prerequisite to high brand name recall of the printed advertisement. Therefore, marketers may want to prioritize promoting brand awareness in order to achieve the best outcome from a printed advertisement. Second, the findings of the present study suggest marketers should use emotional advertisement strategies when they aim to change consumers’ attitudes toward their brands, since positive brand attitude often leads to long-term effects such as more

positive brand image and greater brand value. Third, for low-awareness brands, it is suggested to utilize positive emotional ad execution to achieve higher brand name recall, rather than negative emotional ads. However, this implication should be carefully implemented, since easy recall may not always lead to positive outcomes.

In summary, the present study provides empirical results implying that different ad strategies leads to different results, and the results vary based on both brands' marketing efforts (e.g., advertisement strategy) and consumers' perception (e.g., brand awareness). Therefore, it is important for marketers to define their marketing goals and understand their consumers' needs and perceptions to carefully select the most effective ad strategy for their brands.

Several limitations should be taken into account when discussing the results of this study. The first limitation is the research procedure. Since different advertisements were selected for each ad, there may be a potential confounding effect between the ad strategy and brand name. Although the present study intended to minimize such effect by using the same ad images for Surveys #1 and #2, the present approach may have exaggerated the effect of ad strategy. Second, due to relatively high brand recall for all brands, the interpretation of the brand recall variable could not draw a definitive conclusion. Although the order of ad stimuli was randomized in an effort to draw more generalizable results regarding the brand recall variable, the absolute score for brand recall was high for all ads, diluting the result. Third, the brand attitude measure may have been confounded with ad attitude. Brand attitude is a long-term measure that is generally developed through consumers' repeated exposure to a brand and its products, whereas advertisement attitude measures a more immediate response. Thus, it is suggested that more long-term experimental research with repeated exposure to ad images would more accurately measure attitude toward a brand. Last, a convenience sample was used; therefore the results cannot be generalized beyond the sample.

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