

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 (.8%); Others (1.3%)
- ❖ **Ad Attitude:** Cronbach's $\alpha = .82$; $M = 4.30$, $SD = 1.26$
- ❖ **Purchase Intention:** Cronbach's $\alpha = .94$; $M = 3.39$, $SD = 1.75$
- ❖ **WOM Intention:** Cronbach's $\alpha = .96$; $M = 3.35$, $SD = 1.76$
- ❖ **Brand Zealotry:** Cronbach's $\alpha = .80$; $M = 3.90$, $SD = 1.35$

SAMPLE STIMULI

By using the Argo™ fitness and health tracker you will significantly improve the accuracy of your health readings.



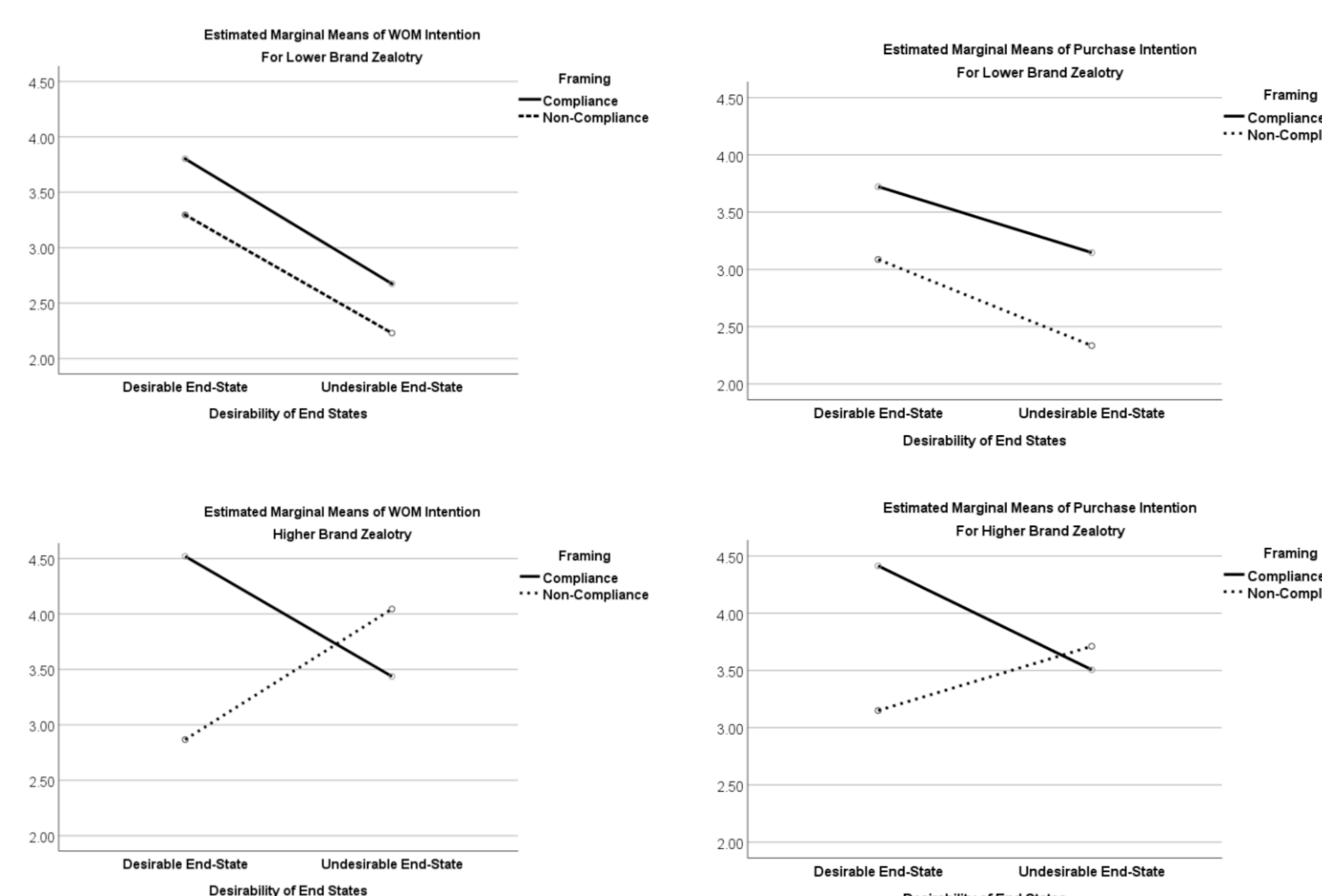
Argo™ is the lightest rechargeable, wearable health and fitness monitoring device on the market. It comes in a variety of colors to suit your style. Argo™ tracks changes in your overall fitness, heart rate, body mass index, level of exercise and calories burnt. Most importantly, by using Argo™ you will improve the accuracy of these health readings by 60%. Accurate monitoring of health and fitness performance is key for maintaining an appropriate exercise and health regimen, so Argo™ is just what you need.

(Compliance + Desirable End-States)

DISCUSSION

- ❖ 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.

RESULTS



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